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IOWA ALCOHOLIC BEVERAGES DIVISION

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IOWA LIQUOR QUARTERLY



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Smirnoff® Watermelon Martini

1.5 oz. Smirnoff Watermelon Twist™ Vodka
Splash of Cranberry
Splash of Sour Mix
Shake and strain into a chilled martini glass.
Garnish with a sliver of watermelon





IOWA LIQUOR QUARTERLY

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OPPORTUNITY, OVERALLS & TAXPAYER SAVINGS!

Opportunity is missed by most people because it is dressed in overalls and looks like work.

-Thomas Edison

I. Opportunity Knocks.

Much has been written lately about the Iowa Alcoholic Beverages Division's resumption of the warehouse operation for liquor distribution. In fact, the state had operated the warehouse from the end of Prohibition in 1934 to December 31, 1991. On that date, in order to reduce costs, the state contracted out the warehouse services to a private vendor, J.A. Jones Global Services, a German-held subsidiary headquartered in North Carolina.

That arrangement continued uninterrupted until last fall when J.A. Jones declared bankruptcy and was forced into receivership. The Division, in turn, was forced to quickly find an alternative method of delivery for Iowa's 480 Class "E" liquor licensees.

The Division subsequently determined that the task could be performed by the state at a significant savings for Iowa taxpayers. As such, the Division competed and prevailed in federal bankruptcy court against several out-of-state corporations for release from the remaining two years of the contract.

II. Taxpayer Savings.

In so doing, the Division reduced the per case delivery costs from \$1.98 to \$1.43, a per case saving of 55¢ or, alternatively stated, a 28% reduction in costs. The overall net savings to Iowa taxpayers on the balance of the contract, minimally, is \$1.5 million and at least \$850,000 annually thereafter. Ironically, the state had gotten back into the warehouse operation for the same reason that it had gotten out – to save taxpayers money!

The saving is chiefly the result of two variables. First, the Division no longer is paying a profit to an out-of-state corporation; after all, one person's profit is another's expense. The monthly check previously mailed to North Carolina is now deposited directly into the state's general fund as an increased liquor fund transfer.

"A million here and a million there, pretty soon you're talking real money."

-Senator Everett Dirksen

III. Inmate Labor.

The use of inmate labor also contributes to the savings. A crew of female inmates from the Iowa Correctional Facility for Women in Mitchellville helps in the warehouse. I agree with most people that inmates should work, but perhaps for different reasons.

I believe that the opportunity helps inmates gain valuable skills in a non-traditional field for women. The experience will ease their reentry into civilian life and will reduce their rate of recidivism. The work also affords the inmates the ability to earn income in order to pay off court-ordered restitution and child support. Finally, the job will help inmates foster a strong work ethic, as well as be contributing members of society while incarcerated.

The use of inmate labor is not new to state government. Their efforts have saved the state millions of dollars and contributed to numerous public works projects, including maintenance of state parks, lawn care on the capitol grounds and even general upkeep of the Iowa State Capitol. All inmates used in the liquor warehouse are prescreened, supervised by correction officers and subject to search and breath testing. Any inmate found in violation of workplace rules will not be welcome back.

IV. Same Drivers, Same Trucks, Lower Costs!

As a result of J.A. Jones bankruptcy, all of the J.A. Jones employees lost their jobs. The state, however, was able to offer employment to the vast majority of the displaced workers. Moreover, contrary to public statements, no private sector trucking jobs were taken; all of the former J.A. Jones truck drivers were put to work for the state, enabling them to continue feeding their families. The state has also leased the same exact



vehicles used by J.A. Jones from the same Iowa trucking companies. Simply put, same drivers, same trucks, lower costs!

V. Private Sector Opportunities.

The private sector did have an opportunity to compete for the work on at least two occasions. As previously observed, the Division competed in federal bankruptcy court for the contract, a J.A. Jones asset; any interested corporation was free to participate in an open judicial proceeding. Also, J.A. Jones had successfully bid for the renewal of the contract in an open bidding process in 2001 and their bid was significantly lower than those of the other bidders. For these reasons, one cannot fairly claim that the private sector was not afforded an opportunity to compete for the work.

Nevertheless, the Division intends to provide an additional opportunity for private companies to compete for the work. A Request for Proposals will be issued this fall soliciting bids for the entire warehouse operation as well as an option for the various components of the project.

Of course, the hope is that the private sector will be able to help the Division further reduce expenses. One thing is certain: regardless of how the bid turns out, a private/public sector partnership in the operation of the liquor warehouse will emerge. At the least, the state will lease trucks from a private trucking company and the private operator will service and maintain the fleet.

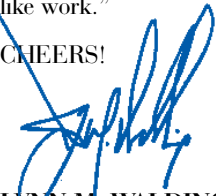
VI. Customer Service.

A key consideration, as the state proceeds, will be customer service. The Division will continue to explore ways of enhancing the service provided to all of the state’s Class “E” liquor licensees. The Division’s intent is to offer the best service possible at the lowest cost.

VII. Closing.

In short, the Iowa Alcoholic Beverages Division had an opportunity to save the state and its taxpayers a significant amount of money. The Division certainly wasn’t going to miss out on the opportunity simply because it was “dressed in overalls and look[ed] like work.”







CHEERS!


LYNN M. WALDING
Administrator



IowaABD.com Web Feature: The Price of Spirits

The price of spirits in Iowa is comprised of several cost factors, including supplier costs, federal and state excise taxes and a variety of other charges. For instance, the final cost that an Iowa consumer could expect to pay, on average, for a 750 ML bottle of Jack Daniels Tennessee Whiskey, is \$19.99. That price includes the following elements:

	\$.07	.35%	Bottle Deposit & Surcharge
	\$.95	4.75%	State Sales Tax (5%)
	\$2.30	11.51%	Federal Excise Tax
	\$3.98	19.91%	Average Retail Mark-Up (26.5%)
	\$5.00	25.01%	State Excise Tax (50% Mark-Up)
	\$7.69	38.47%	Distiller Cost & Profit
\$19.99		Total Cost of Bottle	

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Straight Up Or on the Rocks?

The bourbon category continues to struggle, but many brands are showing serious growth.

By Bob Kane

Note: This excerpt is printed with permission from the September/October 2003 issue of StateWays—the Beverage Alcohol Merchandising Magazine for Control States.

It's as American as apple pie and the Fourth of July, but the last two decades of the 20th century [were] not especially kind to bourbon, America's native spirit. By 1997 total consumption had dropped to fewer than 13 million 9-liter cases, less than half the category's total in 1980. Since that time [however] sales of bourbon and other straight American whiskies have been relatively stable, hovering between 13 million and 13.2 million cases annually. In 2002, according to *Adams Liquor Handbook 2003*, total consumption nationally was 13.17 million cases, an increase of about 65,000 cases (0.5%) over the previous year. In the control states, straight whiskey consumption was also up 0.5% to 3.53 million cases.

As with most spirits categories however, the total numbers don't tell the entire story. The introduction of a number of premium, superpremium, and even ultra-premium brands has helped bring a new cachet to American whiskies in recent years, much the same way that similar introductions have boosted the profile of Scotch whiskey. And while the category's growth is stalled, the two leading brands . . . managed to showcase volume increases in each of the last two years.

Like many American whiskies, a good part of Jack Daniel's success is due to the brand's history and authenticity. "We have obviously spent many years of consistent investment to attract new consumers to the brand," explained vice president/brand director John Hayes.

The number-two brand in the category is Jim Beam, which after three years of

flat performance inched up in 2001 nationally and again [the following year] to finish off 2002 at the 3.15 million case mark (though the brand declined slightly in the control states). A good deal of the brand's recent success can be attributed to the company's decision in 1997 to supplement Jim Beam White label with an upgraded line extension. [In 2003] Jim Beam Black, an 8-year-old 86-proof bourbon was given the highest score in a . . . tasting by the Beverage Testing Institute. That has become the focus of the brand's new consumer and trade media campaign. "Jim Beam Black will be supported like never before among trade and consumer outlets, both on and off-premise," said Tom Hernquist, senior vice president of marketing, Jim Beam Brands Worldwide at the time of the campaign's unveiling.

Holding down the number-three spot nationally from a considerable distance is another brand named for a bourbon pioneer, Heaven Hill's Evan Williams. And although Adams Beverage Group statistics show the brand flat for the last few years, marketing manager Susan Wahl indicated that in fact there has been modest growth on an annual basis. Furthermore, she said that the company is very excited about the future prospects for Evan Williams now that an effort aimed at presenting a

national identity has been completed. Historically, like a number of other bourbons, the brand had products bottled at different ages and different proof levels in different markets. As a result of this recent standardization, Evan Williams is now available nationally as a 7-year-old bourbon, bottled at 86 proof and with one consistent label.

S U D D E N L Y C H I C

"In the last few years we've seen tremendous growth for Maker's Mark," said senior brand manager Kevin McCarthy. According to *Adams Liquor Handbook 2003*, Maker's Mark achieved a 14.9% increase in volume nationally [in 2002], the highest comparative increase of any brand in the category, and its 55,000 cases of additional volume was second only to the 72,000 case increase (+1.9%) realized by Jack Daniel's.

"We're seeing a groundswell from consumers, especially in key urban centers," McCarthy continued. "Maker's Mark is the new chic thing to be seen drinking. A lot of the usage is traditional—for example, Manhattans and consuming the product on the rocks, but there's also more mixing going on than a few years ago."

When asked about the core audience for the brand, McCarthy's answer was similar to those of other bourbon marketers—

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The introduction of a number of premium, superpremium, and even ultra-premium brands has helped bring a new cachet to American whiskies in recent years . . .

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Bar Tips: Shatterproof “Glassware”



If you want to serve drinks in “real” glasses but don’t want to risk broken glass, consider using some of the attractive shatterproof glassware that’s now readily available in stores, catalogs, and online. Made from sparkling polycarbonate or frosted polypropylene, these glasses look like glass but are extremely durable and virtually unbreakable. If you want to be extra safe—and keep cold drinks cold longer—use the new stainless steel glassware or the retro-look brightly colored aluminumware.

You’ll find shatterproof glassware in every shape and style from clear, traditional old-fashioned, cocktail, sour, pilsner, and wine glasses to funky, colorful, whimsically decorated ones in beverage stores as well as the glassware section of department stores and mail-order catalogs. Also check out the wide selection available at www.smithandhawken.com, www.restorationhardware.com, www.GrillLovers.com, www.plowandhearth.com, www.alsto.com, www.lillianvernon.com, and other home furnishings online catalogs.



Wholesale Price List

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
AMERICAN WHISKIES							
BLENDED WHISKIES							
22783	BEAM'S 8 STAR BL WHISKEY	80	0.20 L	48	1.85	88.80	8068602270
22784	BEAM'S 8 STAR BL WHISKEY	80	0.38 L	24	2.95	70.80	8068602260
22786	BEAM'S 8 STAR BL WHISKEY	80	0.75 L	12	5.05	60.60	8068602240
22787	BEAM'S 8 STAR BL WHISKEY	80	1.00 L	12	6.40	76.80	8068602220
22788	BEAM'S 8 STAR BL WHISKEY	80	1.75 L	6	11.09	66.54	8068602210
23276	CALVERT EXTRA BL WHISKEY	80	0.75 L	12	7.30	87.60	8068604140
23277	CALVERT EXTRA BL WHISKEY	80	1.00 L	12	9.95	119.40	8068604120
23278	CALVERT EXTRA BL WHISKEY	80	1.75 L	6	15.50	93.00	8068604112
23823	FIVE STAR BL WHISKEY 4YR	80	0.20 L	48	1.75	84.00	8484822050
23824	FIVE STAR BL WHISKEY 4YR	80	0.38 L	24	2.94	70.56	8484822090
23826	FIVE STAR BL WHISKEY 4YR	80	0.75 L	12	4.99	59.88	8484822030
23827	FIVE STAR BL WHISKEY 4YR	80	1.00 L	12	6.30	75.60	8484822020
23828	FIVE STAR BL WHISKEY 4YR	80	1.75 L	6	10.77	64.62	8484822010
23626	FIVE STAR BLEND WHISKEY PLAYER	80	0.75 L	12	4.99	59.88	8484822040
23706	FLEISCHMANN'S PREFERRED BL WHISKEY	80	0.75 L	12	5.18	62.16	8292820024
23708	FLEISCHMANN'S PREFERRED BL WHISKEY	80	1.75 L	6	10.99	65.94	8292820021
24156	HAWKEYE BLEND WHISKEY	80	0.75 L	12	4.83	57.96	8835211012
24157	HAWKEYE BLEND WHISKEY	80	1.00 L	12	6.28	75.36	8835210978
24158	HAWKEYE BLEND WHISKEY	80	1.75 L	6	10.87	65.22	8835210977
24451	KESSLER BLEND WHISKEY	80	0.50 L	12	7.60	91.20	8068604292
24453	KESSLER BLEND WHISKEY	80	0.20 L	48	2.53	121.44	8068604270
24454	KESSLER BLEND WHISKEY	80	0.38 L	24	4.44	106.56	8068604260
24456	KESSLER BLEND WHISKEY	80	0.75 L	12	7.79	93.48	8068604240
24457	KESSLER BLEND WHISKEY	80	1.00 L	12	10.13	121.56	8068604220
24458	KESSLER BLEND WHISKEY	80	1.75 L	6	15.37	92.22	8068604212
24466	KESSLER BLENDED WHISKEY TRAVELER	80	0.75 L	12	7.79	93.48	8068604243
24706	MCCORMICK BLEND WHISKEY	80	0.75 L	12	4.83	57.96	8559210434
24728	MCCORMICK BLEND WHISKEY, PET	80	1.75 L	6	10.77	64.62	8559210431
25601	SEAGRAMS 7 CROWN BL WHISKEY	80	0.50 L	12	7.56	90.72	8700070071
25603	SEAGRAMS 7 CROWN BL WHISKEY	80	0.20 L	48	2.60	124.80	0000877350
25604	SEAGRAMS 7 CROWN BL WHISKEY	80	0.38 L	24	4.79	114.96	0000877650
25606	SEAGRAMS 7 CROWN BL WHISKEY	80	0.75 L	12	8.45	101.40	0000877330
25607	SEAGRAMS 7 CROWN BL WHISKEY	80	1.00 L	12	10.77	129.24	0000877320
25608	SEAGRAMS 7 CROWN BL WHISKEY	80	1.75 L	6	15.39	92.34	8700070070
25616	SEAGRAMS 7 CROWN PET FLASK	80	0.75 L	12	8.45	101.40	8700000338
25874	SUNNY BROOK BLEND WHISKEY	80	0.38 L	24	3.11	74.64	8068647960
25876	SUNNY BROOK BLEND WHISKEY	80	0.75 L	12	5.18	62.16	8068647940
25877	SUNNY BROOK BLEND WHISKEY	80	1.00 L	12	6.30	75.60	8068647920
25878	SUNNY BROOK BLEND WHISKEY	80	1.75 L	6	10.99	65.94	8068647910
STRAIGHT BOURBON WHISKIES							
16516	ANCIENT AGE KY STR BOURBON	80	0.75 L	12	7.49	89.88	8024400213
16517	ANCIENT AGE KY STR BOURBON	80	1.00 L	12	9.99	119.88	8024400212
16518	ANCIENT AGE KY STR BOURBON	80	1.75 L	6	15.35	92.10	8024400211
16580	BAKER'S 7YR NEW PRESENTATION BBN	107	0.75 L	6	31.19	187.14	8068601540
16657	BARCLAY'S KY STR BOURBON	80	1.00 L	12	7.34	88.08	8066005903
16906	BOOKER'S 6YR KY STR BOURBON	26	0.75 L	6	40.39	242.34	8068601140
16987	BOURBON SUPREME BOURBON	80	1.00 L	12	7.01	84.12	8835211081
16988	BOURBON SUPREME BOURBON	80	1.75 L	6	14.43	86.58	8835211080
17127	CABIN STILL STR BOURBON	80	1.00 L	12	6.52	78.24	9674923240
17826	EARLY TIMES 36MO KY STR BOURBON	80	0.75 L	12	6.75	81.00	8112801062
17830	EARLY TIMES 36MO KY STR BOURBON PET	80	1.75 L	6	13.50	81.00	8112810508
17956	EVAN WILLIAMS 7YR STR BOURBON	86	0.75 L	12	8.44	101.28	9674902134
17958	EVAN WILLIAMS 7YR STR BOURBON	86	1.75 L	6	18.22	109.32	9674902114

Colored items are new products listed since May 1, 2004. Shaded items are price list advertisers.

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
18116	EVAN WILLIAMS 7YR STR BOURBON TRAVELER	86	0.75 L	12	8.44	101.28	9674902177
18196	EZRA BROOKS 50MO KY SOUR MASH BOURBON	90	0.75 L	12	9.00	108.00	8835211092
18406	G&W PRIVATE STOCK 4YR STR BOURBON	80	0.75 L	12	5.68	68.16	8484820030
18407	G&W PRIVATE STOCK 4YR STR BOURBON	80	1.00 L	12	7.25	87.00	8484820020
18408	G&W PRIVATE STOCK 4YR STR BOURBON	80	1.75 L	6	12.54	75.24	8484820010
19026	JIM BEAM BLACK KY STR. BBN.	86	0.75 L	12	14.99	179.88	8068603440
19061	JIM BEAM KY STR BOURBON	80	0.50 L	12	9.70	116.40	8068600190
19063	JIM BEAM KY STR BOURBON	80	0.20 L	48	3.35	160.80	8068600170
19064	JIM BEAM KY STR BOURBON	80	0.38 L	24	5.46	131.04	8068600160
19066	JIM BEAM KY STR BOURBON	80	0.75 L	12	10.52	126.24	8068600140
19067	JIM BEAM KY STR BOURBON	80	1.00 L	12	12.94	155.28	8068600120
19068	JIM BEAM KY STR BOURBON	80	1.75 L	6	21.25	127.50	8068600110
19096	JIM BEAM TRAVELER BOURBON	80	0.75 L	12	10.52	126.24	8068600143
16706	JIM BEAM'S CHOICE 5 YR KY STR BBN	80	0.75 L	12	10.52	126.24	8068601440
19226	KNOB CREEK 9YR STR BOURBON	100	0.75 L	6	23.19	139.14	8068601640
19478	MAKER'S MARK	90	1.75 L	6	37.99	227.94	8524613941
19476	MAKER'S MARK STR BOURBON	90	0.75 L	12	18.33	219.96	8524613943
19477	MAKER'S MARK STR BOURBON	90	1.00 L	12	22.67	272.04	8524613942
19474	MAKER'S MARK STR. BOURBON	90	0.38 L	12	8.99	107.88	8524618500
20247	OLD CROW 4YR KY STR BOURBON SOUR MASH	80	1.00 L	12	7.40	88.80	8068650720
20248	OLD CROW 4YR KY STR BOURBON SOUR MASH	80	1.75 L	6	13.64	81.84	8068650712
20246	OLD CROW KY STR. BOURBON SOUR MASH	80	0.75 L	12	6.00	72.00	8068650740
20286	OLD CROW TRAVELER 4YR KY STR BOURBON (PET)	80	0.75 L	12	6.00	72.00	8068650743
20446	OLD GRAND-DAD 4YR KY STR BOURBON	86	0.75 L	12	11.69	140.28	8068640740
21594	TEN HIGH STR KY BOURBON	80	0.38 L	24	3.45	82.80	8066020307
21596	TEN HIGH STR KY BOURBON	80	0.75 L	12	5.68	68.16	8066020305
21597	TEN HIGH STR KY BOURBON	80	1.00 L	12	6.95	83.40	8066020303
21598	TEN HIGH STR KY BOURBON	80	1.75 L	6	12.54	75.24	8066020301
21595	TEN HIGH TRAVELER	80	0.75 L	12	5.68	68.16	8292847385
21966	WALKER'S DELUXE STR BOURBON	80	0.75 L	12	7.99	95.88	8954013981
21967	WALKER'S DELUXE STR BOURBON	80	1.00 L	12	10.79	129.48	8954013980
21968	WALKER'S DELUXE STR BOURBON	80	1.75 L	6	15.99	95.94	8954013979
22155	WILD TURKEY 8YR KY STR BBN. ROUND	101	0.38 L	12	7.39	88.68	8043255515
22151	WILD TURKEY 8YR KY STR BOURBON	101	0.60 L	10	12.75	127.50	8043255510
22156	WILD TURKEY 8YR KY STR BOURBON	101	0.75 L	12	15.21	182.52	8043255517
22157	WILD TURKEY 8YR KY STR BOURBON	101	1.00 L	12	19.05	228.60	8043255511
22116	WILD TURKEY STR BOURBON 80PRF	80	0.75 L	12	13.21	158.52	8043255617
22205	WILD TURKEY STR RARE BREED	101	0.75 L	6	26.89	161.34	8043255217
22216	WOODFORD RESERVE BOURBON	90	0.75 L	6	22.24	133.44	8112800150
SINGLE BARREL BOURBON WHISKIES							
17766	EAGLE RARE SINGLE BARREL BOURBON 10 YEAR	90	0.75 L	6	19.23	115.38	8800402134
18120	EVAN WILLIAMS SINGLE BARREL VINTAGE	86	0.75 L	6	19.05	114.30	9674975001
TENNESSEE WHISKIES							
26586	GENTLEMAN JACK WHISKEY	80	0.75 L	12	20.24	242.88	8218408296
26606	GEORGE DICKEL OLD NO. 8 TN WHISKEY	80	0.75 L	12	9.83	117.96	8807600643
26656	GEORGE DICKEL #12	90	0.75 L	12	12.13	145.56	8807600623
26820	JACK DANIELS OLD #7 BLACK LBL WHISKEY-FLAT	80	0.38 L	24	7.69	184.56	8218409050
26821	JACK DANIELS OLD #7 BLACK LBL WHISKEY	86	0.50 L	12	11.18	134.16	8218409054
26823	JACK DANIELS OLD #7 BLACK LBL WHISKEY	80	0.20 L	48	4.69	225.12	8218409052
26824	JACK DANIELS OLD #7 BLACK LBL WHISKEY-SQUARE	80	0.38 L	24	7.69	184.56	8218409051
26826	JACK DANIELS OLD #7 BLACK LBL WHISKEY	80	0.75 L	12	15.74	188.88	8218409046
26827	JACK DANIELS OLD #7 BLACK LBL WHISKEY	80	1.00 L	12	19.87	238.44	8218409044
26828	JACK DANIELS OLD #7 BLACK LBL WHISKEY	80	1.75 L	6	33.74	202.44	8218409042
26906	JACK DANIELS SINGLE BARREL WHY.	94	0.75 L	6	31.17	187.02	8218408700
BOTTLED IN BOND BOURBON							
16186	J.W. DANT 100PRF BOND BOURBON 54MO	100	0.75 L	12	10.40	124.80	9674922830
16416	OLD GRAND-DAD 100PRF BOND BOURBON 4YR	100	0.75 L	12	14.37	172.44	8068640840
STRAIGHT RYE WHISKIES							
27056	JIM BEAM RYE WHISKEY	80	0.75 L	12	10.39	124.68	8068601040

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
IMPORTED WHISKIES							
CANADIAN WHISKIES							
11771	BLACK VELVET CANADIAN WHISKY	80	0.60 L	10	7.32	73.20	0000825890
11773	BLACK VELVET CANADIAN WHISKY	80	0.20 L	48	2.31	110.88	8100011842
11774	BLACK VELVET CANADIAN WHISKY	80	0.38 L	24	4.32	103.68	8810011863
11776	BLACK VELVET CANADIAN WHISKY	80	0.75 L	12	7.48	89.76	8810013455
11777	BLACK VELVET CANADIAN WHISKY	80	1.00 L	12	9.55	114.60	8810011812
11786	BLACK VELVET CANADIAN WHISKY TRAVELER	80	0.75 L	12	7.48	89.76	8810013475
11788	BLACK VELVET CANADIAN WHISKY, PET	80	1.75 L	6	15.55	93.30	8810013451
11586	BLACK VELVET RESERVE	80	0.75 L	12	9.74	116.88	8810013465
10632	CANADIAN CLUB RESERVE 10 YEAR	80	0.75 L	12	12.79	153.48	8954041586
10621	CANADIAN CLUB WHISKY	80	0.60 L	10	10.70	107.00	8954016846
10623	CANADIAN CLUB WHISKY	80	0.20 L	48	3.02	144.96	8954016845
10624	CANADIAN CLUB WHISKY	80	0.38 L	24	5.95	142.80	8954016844
10626	CANADIAN CLUB WHISKY	80	0.75 L	12	10.37	124.44	8954016843
10627	CANADIAN CLUB WHISKY	80	1.00 L	12	13.59	163.08	8954016842
10628	CANADIAN CLUB WHISKY	80	1.75 L	6	21.58	129.48	8954016841
10625	CANADIAN CLUB WHISKY PET	80	0.75 L	12	10.37	124.44	8954043167
12404	CANADIAN LTD WHISKY	80	0.38 L	24	3.47	83.28	8292822336
12406	CANADIAN LTD WHISKY	80	0.75 L	12	6.35	76.20	8292822334
12407	CANADIAN LTD WHISKY	80	1.00 L	12	7.96	95.52	8292839974
12408	CANADIAN LTD WHISKY	80	1.75 L	6	13.32	79.92	8292822331
11936	CANADIAN LTD WHISKY CONVENIENCE PACK	80	0.75 L	12	6.35	76.20	8292822340
12478	CANADIAN MIST CANADIAN WHY PET	80	1.75 L	6	13.50	81.00	8112802300
12476	CANADIAN MIST WHISKEY PET	80	0.75 L	12	7.18	86.16	8112802318
12463	CANADIAN MIST WHISKY	80	0.20 L	48	2.32	111.36	8112802103
12464	CANADIAN MIST WHISKY	80	0.38 L	24	4.18	100.32	8112802099
12466	CANADIAN MIST WHISKY	80	0.75 L	12	7.18	86.16	8112802089
12467	CANADIAN MIST WHISKY	80	1.00 L	12	9.30	111.60	8112802048
72898	CANADIAN REGENCY LIGHT	60	1.75 L	6	10.50	63.00	8681613492
13036	CANADIAN RESERVE WHISKY	80	0.75 L	12	5.59	67.08	8193201211
13037	CANADIAN RESERVE WHISKY	80	1.00 L	12	7.09	85.08	8193201214
13038	CANADIAN RESERVE WHISKY	80	1.75 L	6	12.30	73.80	8193201213
12626	CANADIAN VSP	80	0.75 L	12	5.52	66.24	8970800114
12628	CANADIAN VSP	80	1.75 L	6	11.80	70.80	8970800113
12668	CANADIAN WOODS CANADIAN WHY	80	1.75 L	6	11.59	69.54	8559220021
11290	CROWN ROYAL CANADIAN WHISKY	80	0.30 L	20	8.99	179.80	8700070104
11293	CROWN ROYAL CANADIAN WHISKY	80	0.20 L	48	5.51	264.48	8700000727
11294	CROWN ROYAL CANADIAN WHISKY	80	0.38 L	24	9.27	222.48	0000877600
11296	CROWN ROYAL CANADIAN WHISKY	80	0.75 L	12	17.59	211.08	0000877250
11297	CROWN ROYAL CANADIAN WHISKY	80	1.00 L	12	23.19	278.28	0000877240
11298	CROWN ROYAL CANADIAN WHISKY	80	1.75 L	6	39.99	239.94	8700070060
11366	CROWN ROYAL SPECIAL RESERVE	80	0.75 L	12	31.99	383.88	8700020133
10876	FORTY CREEK BARREL SELECT CANADIAN	80	0.75 L	12	16.49	197.88	8832058105
13636	LORD CALVERT CANADIAN WHISKY	80	0.75 L	12	7.40	88.80	8068617040
13638	LORD CALVERT CANADIAN WHISKY	80	1.75 L	6	14.61	87.66	8068617012
13388	NORTHERN LIGHT CANADIAN WHISKY	80	1.75 L	6	10.98	65.88	8066039101
14156	PARAMOUNT CANADIAN WHISKY	80	0.75 L	12	5.61	67.32	8681613514
14158	PARAMOUNT CANADIAN WHISKY	80	1.75 L	6	12.54	75.24	8681613512
14166	PARAMOUNT CANADIAN WHY TRAVELER	80	0.75 L	12	5.61	67.32	8681613544
14196	PENDLETON CANADIAN WHISKY	80	0.75 L	6	17.59	105.54	8410410201
11346	SEAGRAM'S V.O. BL CANADIAN WHISKY	80	0.75 L	12	10.39	124.68	0000877370
11347	SEAGRAM'S V.O. BL CANADIAN WHISKY	80	1.00 L	12	13.75	165.00	0000877360
11348	SEAGRAM'S V.O. BL CANADIAN WHISKY PET	80	1.75 L	6	21.59	129.54	8700070075
15244	WINDSOR CANADIAN SUPREME WHISKY	80	0.38 L	24	4.18	100.32	8068650060
15246	WINDSOR CANADIAN SUPREME WHISKY	80	0.75 L	12	7.57	90.84	8068650040
15247	WINDSOR CANADIAN SUPREME WHISKY	80	1.00 L	12	9.68	116.16	8068650020
15248	WINDSOR CANADIAN SUPREME WHISKY PET	80	1.75 L	6	15.39	92.34	8068650012
15296	WINDSOR TRAVELER CANADIAN WHISKY	80	0.75 L	12	7.57	90.84	8068650043

Colored items are new products listed since May 1, 2004. Shaded items are price list advertisers.

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
SCOTCH WHISKIES							
4626	BUCHANAN'S 12YR DELUXE SCOTCH	80	0.75 L	12	28.09	337.08	8800403284
4716	CHIVAS REGAL SCOTCH 12YR	80	0.75 L	12	24.75	297.00	8700000409
4717	CHIVAS REGAL SCOTCH 12YR	80	1.00 L	12	32.46	389.52	8700000408
4718	CHIVAS REGAL SCOTCH 12YR	80	1.75 L	6	53.03	318.18	8043240046
4725	CHIVAS REGAL SCOTCH 12YR	80	0.38 L	12	13.00	156.00	8043240038
6996	CLAN MACGREGOR SCOTCH	80	0.75 L	12	8.24	98.88	8366412077
6997	CLAN MACGREGOR SCOTCH	80	1.00 L	12	9.11	109.32	8366412042
6998	CLAN MACGREGOR SCOTCH	80	1.75 L	6	15.99	95.94	8366412026
4796	CUTTY SARK SCOTCH	80	0.75 L	12	17.43	209.16	2105905750
4797	CUTTY SARK SCOTCH	80	1.00 L	12	22.23	266.76	8954034350
4798	CUTTY SARK SCOTCH	80	1.75 L	6	35.05	210.30	2105905175
4876	DEWAR'S SPECIAL RESERVE 12 YEAR	86	0.75 L	12	25.99	311.88	8048023102
4866	DEWAR'S WHITE LABEL SCOTCH	80	0.75 L	12	19.19	230.28	8048023002
4867	DEWAR'S WHITE LABEL SCOTCH	80	1.00 L	12	23.99	287.88	8811008106
4868	DEWAR'S WHITE LABEL SCOTCH	80	1.75 L	6	36.75	220.50	8048023000
4936	FAMOUS GROUSE SCOTCH	80	0.75 L	12	16.49	197.88	8396013803
7787	GRAND MACNISH SCOTCH	80	1.00 L	12	8.45	101.40	8559220163
5106	GRANT'S BLENDED SCOTCH	80	0.75 L	12	14.75	177.00	8366410139
5816	HAIG & HAIG PINCH (DIMPLE) 15YR	86	0.75 L	12	28.09	337.08	0000881154
8208	HOUSE OF STUART SCOTCH	80	1.75 L	6	13.26	79.56	8066035851
5288	J & B RARE SCOTCH	80	1.75 L	6	37.25	223.50	8676711802
5289	J & B RARE SCOTCH	80	1.00 L	12	24.00	288.00	8676711804
5290	J & B RARE SCOTCH	80	0.75 L	12	18.88	226.56	8811098504
5291	J & B RARE SCOTCH	80	0.38 L	12	10.75	129.00	8676711809
5293	J & B RARE SCOTCH	80	0.60 L	10	19.01	190.10	8676711812
8376	J. W. DANT SCOTCH	80	0.75 L	12	6.46	77.52	9674904330
5326	JOHNNIE WALKER BLACK LABEL SCOTCH	80	0.75 L	12	28.09	337.08	8811001130
5327	JOHNNIE WALKER BLACK LABEL SCOTCH	80	1.00 L	12	36.59	439.08	8811001140
5329	JOHNNIE WALKER BLUE	80	0.75 L	6	178.06	1068.36	8811007005
5349	JOHNNIE WALKER RED	80	1.75 L	6	38.00	228.00	8807616316
5345	JOHNNIE WALKER RED LABEL ROUND	80	0.38 L	24	10.92	262.08	8811002109
5346	JOHNNIE WALKER RED LABEL SCOTCH	80	0.75 L	12	19.25	231.00	8811002130
5347	JOHNNIE WALKER RED LABEL SCOTCH	80	1.00 L	12	24.44	293.28	8811002140
8797	KINGSTON SCOTCH	80	1.00 L	12	8.75	105.00	8193201060
8824	LAUDER'S SCOTCH	80	0.38 L	24	4.09	98.16	8066036507
8826	LAUDER'S SCOTCH	80	0.75 L	12	7.49	89.88	8066036505
8827	LAUDER'S SCOTCH	80	1.00 L	12	8.95	107.40	8066036503
8828	LAUDER'S SCOTCH	80	1.75 L	6	15.95	95.70	8066036501
8825	LAUDERS SCOTCH TRAVELER	80	0.75 L	12	7.49	89.88	8292825175
8937	MAC ALISTER SCOTCH	80	1.00 L	12	8.47	101.64	8681653693
8938	MAC ALISTER SCOTCH	80	1.75 L	6	14.43	86.58	8681653692
9076	MC GREGOR'S SCOTCH	80	0.75 L	12	6.49	77.88	8284435921
9077	MC GREGOR'S SCOTCH	80	1.00 L	12	8.49	101.88	8284435922
9078	MC GREGOR'S SCOTCH	80	1.75 L	6	14.49	86.94	8284435920
9278	OLD SMUGGLER SCOTCH PET	80	1.75 L	6	18.25	109.50	8954017867
9426	PASSPORT SCOTCH	80	0.75 L	12	9.97	119.64	8043240176
9427	PASSPORT SCOTCH	80	1.00 L	12	12.52	150.24	8043240177
9428	PASSPORT SCOTCH	80	1.75 L	6	19.79	118.74	8043240178
10006	SCORESBY RARE SCOTCH	80	0.75 L	12	7.99	95.88	8292839864
10008	SCORESBY RARE SCOTCH	80	1.75 L	6	15.99	95.94	8292839861
10009	SCORESBY RARE SCOTCH	80	1.00 L	12	10.39	124.68	8200039863
10276	USHER'S GREEN STRIPE SCOTCH	80	0.75 L	12	10.77	129.24	8807620118
10278	USHER'S GREEN STRIPE SCOTCH PET	80	1.75 L	6	21.61	129.66	8807620120
SINGLE MALT SCOTCH							
4056	ABERLOUR GLENLIVET 10 YEAR	86	0.75 L	12	26.81	321.72	8043252117
4096	ARDBEG 10 YEAR ISLAY SINGLE MALT SCOTCH	92	0.75 L	6	34.42	206.52	8330007210
4356	BALVENIE 12YR DOUBLEWOOD SINGLE MALT SCOTCH	86	0.75 L	12	42.12	505.44	8366411221
4376	BALVENIE 15YR SINGLE BARREL SCOTCH	100	0.75 L	12	48.07	576.84	8366411223

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
4380	BALVENIE 21YR PORTWOOD SCOTCH	86	0.75 L	12	67.72	812.64	8366485841
4636	BOWMORE 12 YR SINGLE MALT SCOTCH	86	0.75 L	6	32.02	192.12	5048300005
4846	DALWHINNIE 15YR SING MALT SCOTCH	86	0.75 L	12	40.63	487.56	8807632930
4948	GLEN GARIOCH 10 YEAR SINGLE MALT SCOTCH	80	0.75 L	6	17.18	103.08	5048300185
5014	GLENFIDDICH 15 YEAR SOLERA RESERVE	80	0.75 L	12	34.57	414.84	8366499040
5012	GLENFIDDICH 18 YEAR ANCIENT RESERVE	86	0.75 L	12	46.87	562.44	8366499041
5009	GLENFIDDICH 30 YEAR SCOTCH	86	0.75 L	3	104.90	314.70	8366499044
5006	GLENFIDDICH SINGLE MALT SCOTCH	86	0.75 L	12	27.91	334.92	8366410736
5018	GLENGOYNE 10 YEAR SINGLE MALT SCOTCH	86	0.75 L	6	32.50	195.00	2105907750
5040	GLENLIVET 18 YEAR OLD SINGLE MALT SCOTCH	86	0.75 L	6	46.42	278.52	8700000625
5076	GLENMORANGIE 10 YR SINGLE MALT SCOTCH	86	0.75 L	12	34.19	410.28	8330007504
5069	GLENMORANGIE 18YR SING MALT SCOTCH	86	0.75 L	6	69.25	415.50	8330007525
5094	GLENMORANGIE PORT WOOD FINISH SINGLE MALT	86	0.75 L	6	44.02	264.12	8330007568
5286	ISLE OF JURA SINGLE MALT SCOTCH	86	0.75 L	6	22.81	136.86	8764708142
5280	ISLE OF JURA SUPERSTITION	90	0.75 L	6	35.00	210.00	8764784266
5430	LAGAVULIN 16YR SINGLE MALT SCOTCH	86	0.75 L	12	59.00	708.00	8811014005
5446	LAPHROAIG 10YR SING MALT SCOTCH	86	0.75 L	12	34.45	413.40	8954033805
5486	MACALLAN 12 YR SINGLE MALT SCOTCH	86	0.75 L	12	43.08	516.96	8723610000
5606	MC CLELLAND'S ISLAY SING MALT SCOTCH	80	0.75 L	12	15.59	187.08	8970800003
5596	MCCLELLAND'S HIGHLAND SING MALT SCOTCH	80	0.75 L	12	15.59	187.08	8970800001
5696	OBAN SINGLE MALT SCOTCH	86	0.75 L	12	47.22	566.64	8811016005
6106	SPEYBURN SINGLE MALT SCOTCH	86	0.75 L	12	17.24	206.88	8066077405
4826	THE DALMORE 12YR SINGLE MALT SCOTCH	86	0.75 L	12	27.46	329.52	8068607440
5036	THE GLENLIVET MALT SCOTCH 12YR	86	0.75 L	12	27.29	327.48	8043240063
5037	THE GLENLIVET MALT SCOTCH 12YR	86	1.00 L	12	35.48	425.76	8043240070
IRISH WHISKIES							
15776	BUSHMILLS IRISH WHISKEY	80	0.75 L	12	19.21	230.52	8043256617
15777	BUSHMILLS IRISH WHISKEY	80	1.00 L	12	23.61	283.32	8330008315
15646	JAMESON 18 YEAR OLD	80	0.75 L	6	60.84	365.04	8043240404
15626	JAMESON IRISH WHISKEY	80	0.75 L	12	19.21	230.52	8043250017
15627	JAMESON IRISH WHISKEY	80	1.00 L	12	23.61	283.32	8043250011
15940	TULLAMORE DEW IRISH WHISKY	80	0.75 L	12	18.39	220.68	8954038396
TEQUILA							
TEQUILA							
89230	1800 ANEJO TEQUILA	80	0.75 L	6	29.50	177.00	8396070991
89204	1800 REPOSADO TEQUILA	80	0.38 L	12	12.03	144.36	2105922375
87510	1800 SILVER TEQUILA	80	0.75 L	12	20.81	249.72	2105922753
89206	1800 TEQUILA REPOSADO	80	0.75 L	12	20.81	249.72	2105922750
89139	CABO WABO TEQUILA REPOSADO	80	0.75 L	6	39.80	238.80	2081591013
89121	CAZADORES REPOSADO TEQUILA	80	0.75 L	12	27.99	335.88	9813500002
89165	CHINACO ANEJO ARTISAN HANDBLOWN	80	0.75 L	6	42.46	254.76	1248452305
87380	CORAZON DE AGAVE BLANCO TEQUILA	80	0.75 L	6	37.68	226.08	8308970000
89235	CORAZON DE AGAVE REPOSADO TEQUILA	80	0.75 L	6	40.43	242.58	8308971000
89215	CUERVO TRADICIONAL TEQUILA	80	0.75 L	12	22.21	266.52	8396019045
89216	CUERVO TRADICIONAL TEQUILA	80	0.75 L	6	21.59	129.54	8396019045
89240	DON EDUARDO ANEJO TEQUILA	80	0.75 L	6	46.04	276.24	8330003265
87460	DON EDUARDO SILVER TEQUILA	80	0.75 L	6	42.54	255.24	8330003255
89175	DON JULIO ANEJO TEQUILA	80	0.75 L	6	38.49	230.94	6745450006
87485	DON JULIO BLANCO TEQUILA	80	0.75 L	6	36.18	217.08	6745450000
89278	EL JIMADOR REPOSADO TEQUILA	80	0.75 L	12	14.39	172.68	4460706920
89336	HERRADURA GOLD (REPOSADO) TEQUILA	80	0.75 L	12	34.60	415.20	4460711132
89343	HUSSONG'S TEQUILA REPOSADO	80	0.75 L	6	30.00	180.00	8559212334
87426	JOSE CUERVO CLASSICO	80	0.75 L	12	14.39	172.68	8200072628
87428	JOSE CUERVO CLASSICO	80	1.75 L	6	29.59	177.54	8200072630
89194	JOSE CUERVO ESPECIAL REPOSADO FLASK	80	0.38 L	24	7.72	185.28	8200019301
89199	JOSE CUERVO ESPECIAL REPOSADO SQUARE	80	0.38 L	12	7.72	92.64	8200072150
89191	JOSE CUERVO ESPECIAL REPOSADO TEQUILA	80	0.50 L	12	15.06	180.72	8200072158
89193	JOSE CUERVO ESPECIAL REPOSADO TEQUILA	80	0.20 L	48	4.19	201.12	8200019295
89196	JOSE CUERVO ESPECIAL REPOSADO TEQUILA	80	0.75 L	12	14.39	172.68	8200019288

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
89197	JOSE CUERVO ESPECIAL REPOSADO TEQUILA	80	1.00 L	12	17.99	215.88	8200019292
89198	JOSE CUERVO ESPECIAL REPOSADO TEQUILA	80	1.75 L	6	29.59	177.54	8200019298
89210	JOSE CUERVO RESERVA DE LA FAMILIA	80	0.75 L	3	82.37	247.11	8200070813
89386	JUAREZ GOLD TEQUILA	80	0.75 L	12	9.99	119.88	8835210028
89387	JUAREZ GOLD TEQUILA	80	1.00 L	12	10.44	125.28	8835210027
89388	JUAREZ GOLD TEQUILA	80	1.75 L	6	18.99	113.94	8835210026
87936	JUAREZ SILVER TEQUILA	80	0.75 L	12	9.99	119.88	8835210023
87937	JUAREZ SILVER TEQUILA	80	1.00 L	12	10.44	125.28	8835210022
87938	JUAREZ SILVER TEQUILA	80	1.75 L	6	18.99	113.94	8835210021
89447	LA PRIMA GOLD TEQUILA	80	1.00 L	12	9.83	117.96	8681652033
89448	LA PRIMA TEQUILA GOLD	80	1.75 L	6	18.10	108.60	8681663752
87997	LA PRIMA WHITE TEQUILA	80	1.00 L	12	9.83	117.96	8681652013
89496	MARGARITAVILLE TEQUILA ORO	80	0.75 L	12	12.99	155.88	8835212153
89566	MONTE ALBAN MEZCAL	80	0.75 L	12	19.67	236.04	8066057725
89577	MONTEZUMA TEQUILA GOLD	80	1.00 L	12	10.89	130.68	8066057583
88147	MONTEZUMA WHITE TEQUILA	80	1.00 L	12	10.89	130.68	8066057653
89646	PATRON ANEJO	80	0.75 L	12	45.00	540.00	7217330001
89626	PATRON REPOSADO TEQUILA	80	0.75 L	12	40.50	486.00	2173300015
88296	PATRON TEQUILA SILVER	80	0.75 L	12	39.13	469.56	7317330002
89697	PHILLIPS GOLD TEQUILA	80	1.00 L	12	10.81	129.72	8711604805
88287	PONCHO VILLA TEQUILA SILVER	80	1.00 L	12	9.83	117.96	8559220053
89750	RESERVA DEL DUENO TEQUILA	83	0.75 L	6	45.00	270.00	8366499005
88556	SAUZA BLANCO SILVER TEQUILA	80	0.75 L	12	12.59	151.08	8242265075
89796	SAUZA CONMEMORATIVO TEQUILA	80	0.75 L	12	20.79	249.48	8242265064
89787	SAUZA EXTRA GOLD TEQUILA	80	1.00 L	12	15.99	191.88	8242265971
89786	SAUZA GOLD TEQUILA	80	0.75 L	12	12.59	151.08	8242265973
89836	SAUZA HORNITOS LT GOLD TEQUILA	80	0.75 L	12	23.18	278.16	8242265754
89837	SAUZA HORNITOS TEQUILA	80	1.00 L	12	26.62	319.44	8242213086
89846	SAUZA TRES GENERACIONES TEQUILA LT GOLD	80	0.75 L	6	34.79	208.74	8242265744
89916	TORTILLA GOLD TEQUILA	80	0.75 L	12	9.49	113.88	8193206955
89918	TORTILLA GOLD TEQUILA	80	1.75 L	6	18.99	113.94	8193206957
88764	TORTILLA WHITE TEQUILA	80	0.38 L	24	5.43	130.32	8193206954
88766	TORTILLA WHITE TEQUILA	80	0.75 L	12	9.49	113.88	8193206964
88767	TORTILLA WHITE TEQUILA	80	1.00 L	12	10.59	127.08	8193206963
88768	TORTILLA WHITE TEQUILA	80	1.75 L	6	18.99	113.94	8193206956
89946	TWO FINGERS GOLD TEQUILA	80	0.75 L	12	13.36	160.32	8954013532

VODKA

80 PROOF VODKA

35316	BARTON VODKA 80PRF	80	0.75 L	12	4.82	57.84	8066047265
35317	BARTON VODKA 80PRF	80	1.00 L	12	5.71	68.52	8066047263
35318	BARTON VODKA 80PRF	80	1.75 L	6	9.47	56.82	8066047261
35315	BARTON VODKA TRAVELER	80	0.75 L	12	4.82	57.84	8292811415
35416	BURNETT'S VODKA 80PRF	80	0.75 L	12	5.73	68.76	9674900204
35418	BURNETT'S VODKA 80PRF	80	1.75 L	6	11.53	69.18	9674920031
35913	FIVE O'CLOCK VODKA 80PRF	80	0.20 L	48	1.80	86.40	8484850050
35914	FIVE O'CLOCK VODKA 80PRF	80	0.38 L	24	3.15	75.60	8484850090
35916	FIVE O'CLOCK VODKA 80PRF	80	0.75 L	12	4.98	59.76	8484850030
35917	FIVE O'CLOCK VODKA 80PRF	80	1.00 L	12	6.08	72.96	8484850020
35918	FIVE O'CLOCK VODKA 80PRF	80	1.75 L	6	9.93	59.58	8484850010
35926	FIVE O'CLOCK VODKA PLAYER	80	0.75 L	12	4.98	59.76	8484850040
35944	FLEISCHMANN'S ROYAL VODKA 80PRF	80	0.38 L	24	3.21	77.04	8292821436
35946	FLEISCHMANN'S ROYAL VODKA 80PRF	80	0.75 L	12	5.00	60.00	8292821434
35947	FLEISCHMANN'S ROYAL VODKA 80PRF	80	1.00 L	12	6.22	74.64	8292821433
35948	FLEISCHMANN'S ROYAL VODKA 80PRF	80	1.75 L	6	10.21	61.26	8292821431
35956	FLEISCHMANN'S ROYAL VODKA CONVENIENCE PACK	80	0.75 L	12	5.00	60.00	8292821435
36096	GILBEY'S VODKA 80PRF	80	0.75 L	12	6.40	76.80	8068612540
36097	GILBEY'S VODKA 80PRF	80	1.00 L	12	7.66	91.92	8068612520
36108	GILBEY'S VODKA 80PRF	80	1.75 L	6	12.25	73.50	8068612510
36186	GORDON'S VODKA 80PRF	80	0.75 L	12	6.88	82.56	0000886123

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
36188	GORDON'S VODKA 80PRF - PET	80	1.75 L	6	13.05	78.30	0000886103
36301	HAWKEYE VODKA 80PRF	80	0.50 L	12	5.27	63.24	8835211814
36304	HAWKEYE VODKA 80PRF	80	0.38 L	24	2.99	71.76	8835211357
36306	HAWKEYE VODKA 80PRF	80	0.75 L	12	4.85	58.20	8835210993
36307	HAWKEYE VODKA 80PRF	80	1.00 L	12	5.71	68.52	8835210974
36308	HAWKEYE VODKA 80PRF	80	1.75 L	6	9.59	57.54	8835210973
36305	HAWKEYE VODKA TRAVELER	80	0.75 L	12	4.85	58.20	8835211939
36666	KORSKI VODKA	80	0.75 L	12	4.94	59.28	8681650614
36667	KORSKI VODKA	80	1.00 L	12	6.15	73.80	8681650613
36668	KORSKI VODKA	80	1.75 L	6	9.56	57.36	8681650612
36886	MCCORMICK VODKA 80PRF	80	0.75 L	12	4.83	57.96	8559210454
36903	MCCORMICK VODKA 80PRF	80	0.20 L	48	1.69	81.12	8559210457
36904	MCCORMICK VODKA 80PRF PET	80	0.38 L	24	2.97	71.28	8559210456
36907	MCCORMICK VODKA 80PRF PET	80	1.00 L	12	5.75	69.00	8559210453
36908	MCCORMICK VODKA 80PRF PET	80	1.75 L	6	9.56	57.36	8559210451
36976	NIKOLAI VODKA	80	0.75 L	12	4.73	56.76	8800401044
36978	NIKOLAI VODKA	80	1.75 L	6	9.42	56.52	8800401042
37217	PARAMOUNT VODKA 80PRF	80	1.00 L	12	6.73	80.76	8681612133
37226	PARAMOUNT VODKA TRAVELER	80	0.75 L	12	5.16	61.92	8681612144
34543	PEARL VODKA MINIATURE	80	0.05 L	8	12.04	96.32	4970800200
34546	PEARL VODKA	80	0.75 L	12	17.39	208.68	4970800100
37346	PHILLIPS VODKA	80	0.75 L	12	4.96	59.52	8711601812
37347	PHILLIPS VODKA	80	1.00 L	12	6.06	72.72	8711604832
37348	PHILLIPS VODKA	80	1.75 L	6	9.98	59.88	8711601809
37356	PHILLIPS VODKA EZ PACK	80	0.75 L	12	4.96	59.52	8711601126
37413	POPOV VODKA 80PRF	80	0.20 L	48	2.14	102.72	0000820440
37414	POPOV VODKA 80PRF	80	0.38 L	24	4.01	96.24	0000820500
37416	POPOV VODKA 80PRF	80	0.75 L	12	5.74	68.88	0000820420
37417	POPOV VODKA 80PRF	80	1.00 L	12	6.73	80.76	8200000041
37418	POPOV VODKA 80PRF	80	1.75 L	6	10.89	65.34	8200010969
37426	POPOV VODKA 80PRF TRAVELER	80	0.75 L	12	5.74	68.88	8200012594
37886	SEAGRAMS VODKA	80	0.75 L	12	8.52	102.24	8043240243
37887	SEAGRAMS VODKA	80	1.00 L	12	10.14	121.68	8043240242
37888	SEAGRAMS VODKA	80	1.75 L	6	15.72	94.32	8043240241
37895	SHAKER'S ORIGINAL AMERICAN VODKA	80	0.20 L	12	5.14	61.68	5340400010
37896	SHAKER'S ORIGINAL AMERICAN VODKA	80	0.75 L	12	20.92	251.04	5340400012
37906	SHAKER'S RYE VODKA	80	0.75 L	12	20.92	251.04	5340400022
37936	SKOL VODKA	80	0.75 L	12	5.08	60.96	8567610175
37937	SKOL VODKA	80	1.00 L	12	6.22	74.64	8567610110
37938	SKOL VODKA	80	1.75 L	6	10.21	61.26	8567610117
37934	SKOL VODKA 80PRF	80	0.38 L	24	2.91	69.84	8567610137
37935	SKOL VODKA TRAVELER	80	0.75 L	12	5.08	60.96	8567610176
37984	SKYY VODKA	80	0.38 L	12	7.00	84.00	2105900375
37986	SKYY VODKA	80	0.75 L	12	14.04	168.48	2105900750
37987	SKYY VODKA	80	1.00 L	12	16.79	201.48	2105901000
37988	SKYY VODKA	80	1.75 L	6	23.12	138.72	2105901750
37993	SMIRNOFF VODKA 80PRF	80	0.20 L	48	3.00	144.00	8200000008
37994	SMIRNOFF VODKA 80PRF	80	0.38 L	24	5.49	131.76	8200000561
37996	SMIRNOFF VODKA 80PRF	80	0.75 L	12	9.19	110.28	0000820060
37997	SMIRNOFF VODKA 80PRF	80	1.00 L	12	11.44	137.28	0000820050
37998	SMIRNOFF VODKA 80PRF	80	1.75 L	6	18.09	108.54	8200010570
37991	SMIRNOFF VODKA 80PRF MINI	80	0.50 L	12	8.57	102.84	0000824720
38008	SMIRNOFF VODKA 80PRF PET	80	1.75 L	6	18.09	108.54	8200072760
38006	SMIRNOFF VODKA TRAVELLER	80	0.75 L	12	9.19	110.28	0000829500
40936	SPUDKA POTATO VODKA	82	0.75 L	12	11.83	141.96	8410410201
37336	UV VODKA	80	0.75 L	12	6.97	83.64	8711601467
37337	UV VODKA	80	1.00 L	12	7.79	93.48	8711601465
37338	UV VODKA	80	1.75 L	6	13.20	79.20	8711601463

OTHER PROOF VODKA

Colored items are new products listed since May 1, 2004. Shaded items are price list advertisers.

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
40926	SMIRNOFF SILVER VODKA 90PRF	90	0.75 L	12	9.67	116.04	0000820160
100 PROOF VODKA							
39606	PARAMOUNT VODKA 100PRF	100	0.75 L	12	6.68	80.16	8681612174
39666	POPOV VODKA 100PRF	100	0.75 L	12	6.97	83.64	0000820460
39866	SMIRNOFF VODKA 100PRF	100	0.75 L	12	10.33	123.96	0000820100
39868	SMIRNOFF VODKA 100PRF	100	1.75 L	6	20.60	123.60	8200010574
LOW PROOF VODKA							
40118	DUECES WILD VODKA	70	1.75 L	6	9.05	54.30	8559211721
40718	ORLOFF LIGHT VODKA	53	1.75 L	6	8.80	52.80	8970800436
40896	SCHRANCK'S AUTHENTIC VODKA 65PRF	65	0.75 L	12	4.58	54.96	8193200678
40898	SCHRANCK'S AUTHENTIC VODKA 65PRF	65	1.75 L	6	9.17	55.02	8193200676
FLAVORED VODKA							
41287	BLUE WAVE RASPBERRY VODKA	60	1.00 L	12	7.29	87.48	8900011423
41483	FLEISCHMANN'S APPLE VODKA	70	0.75 L	12	5.00	60.00	8292830325
41486	FLEISCHMANN'S RASPBERRY VODKA	70	0.75 L	12	5.00	60.00	8292830445
41496	FLEISCHMANN'S VANILLA VODKA	70	0.75 L	12	5.00	60.00	8292830425
41420	GORDON'S CITRUS VODKA	70	0.75 L	12	6.88	82.56	0000886583
41466	GORDON'S WILDBERRY FLAVORED VODKA	60	0.75 L	12	6.88	82.56	8807600054
41500	HAWKEYE BLUE RASPBERRY VODKA	60	1.00 L	12	6.85	82.20	8835212190
41656	PARAMOUNT CHERRY FL VODKA	65	0.75 L	12	6.16	73.92	8681611534
41636	PARAMOUNT LIME FL VODKA	65	0.75 L	12	6.16	73.92	8681611554
34561	PEARL LOCOCO COCONUT	70	0.75 L	12	17.39	208.68	4970800150
34562	PEARL LOCOCO COCONUT	70	0.40 L	8	12.04	96.32	4970800250
41707	PHILLIPS LIME FLAVORED VODKA	60	1.00 L	12	7.58	90.96	8711604843
41685	PLAYERS EXTREME CHERRY INFUSED VODKA	70	0.75 L	12	11.16	133.92	3582100134
41672	PLAYERS EXTREME GREEN APPLE INFUSED VODKA	70	0.75 L	12	11.16	133.92	3582100154
41512	SEAGRAMS APPLE VODKA	70	0.75 L	12	8.52	102.24	8043240400
41521	SEAGRAMS CITRUS VODKA	70	0.75 L	12	8.52	102.24	8043240388
41527	SEAGRAMS RASPBERRY VODKA	70	0.75 L	12	8.52	102.24	8043240381
41532	SEAGRAMS VANILLA VODKA	70	0.75 L	12	8.52	102.24	8043240395
41658	SHAKER'S ROSE FLAVORED VODKA	65	0.75 L	12	20.92	251.04	5340400032
41727	SKYY BERRY VODKA	70	1.00 L	12	16.79	201.48	2105925100
41729	SKYY BERRY VODKA	70	0.75 L	12	14.04	168.48	2105925750
40906	SKYY CITRUS VODKA	70	0.75 L	12	14.04	168.48	2105909750
40907	SKYY CITRUS VODKA	70	1.00 L	12	16.79	201.48	2105909100
40908	SKYY CITRUS VODKA	70	1.75 L	6	23.12	138.72	2105909175
41663	SKYY MELON VODKA	70	0.75 L	12	14.04	168.48	2105931750
41732	SKYY SPICED VODKA	70	0.75 L	12	14.04	168.48	2105927750
41737	SKYY SPICED VODKA	70	1.00 L	12	16.79	201.48	2105927100
41757	SKYY VANILLA VODKA	70	1.00 L	12	16.79	201.48	2105926100
41759	SKYY VANILLA VODKA	70	0.75 L	12	14.04	168.48	2105926750
41746	SMIRNOFF CITRUS TWIST FLAVORED VODKA	80	0.75 L	12	9.99	119.88	8200000391
41747	SMIRNOFF CITRUS TWIST FLAVORED VODKA	80	1.00 L	12	12.06	144.72	8200000669
41724	SMIRNOFF CRANABERRY TWIST	70	1.00 L	12	12.06	144.72	8200000123
41715	SMIRNOFF CRANABERRY TWIST	70	0.75 L	12	9.99	119.88	8200000122
41717	SMIRNOFF GREEN APPLE TWIST	70	1.00 L	12	12.06	144.72	8200072583
41719	SMIRNOFF GREEN APPLE TWIST	70	0.75 L	12	9.99	119.88	0000821040
41786	SMIRNOFF ORANGE TWIST VODKA	70	0.75 L	12	9.99	119.88	8200000386
41787	SMIRNOFF ORANGE TWIST VODKA	70	1.00 L	12	12.06	144.72	8200072387
41796	SMIRNOFF RASPBERRY TWIST VODKA	70	0.75 L	12	9.99	119.88	8200000396
41797	SMIRNOFF RASPBERRY TWIST VODKA	70	1.00 L	12	12.06	144.72	8200000397
41798	SMIRNOFF RASPBERRY TWIST VODKA	70	1.75 L	6	19.30	115.80	8200072399
40951	SMIRNOFF STRAWBERRY TWIST	70	0.50 L	12	6.15	73.80	8200072932
40956	SMIRNOFF STRAWBERRY TWIST	70	0.75 L	12	9.99	119.88	8200072934
40957	SMIRNOFF STRAWBERRY TWIST	70	0.75 L	12	12.06	144.72	8200072935
41805	SMIRNOFF VANILLA TWIST VODKA	70	1.75 L	6	19.30	115.80	8200072409
41806	SMIRNOFF VANILLA TWIST VODKA	70	0.75 L	12	9.99	119.88	8200000401
41807	SMIRNOFF VANILLA TWIST VODKA	70	1.00 L	12	12.06	144.72	0000824020
40941	SMIRNOFF WATERMELON TWIST	70	0.50 L	12	8.57	102.84	8200000116

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
40946	SMIRNOFF WATERMELON TWIST	70	0.75 L	12	9.99	119.88	8200000117
40947	SMIRNOFF WATERMELON TWIST	70	1.00 L	12	12.06	144.72	8200000118
41692	UV BLUE (RASPBERRY) VODKA	60	1.75 L	6	13.20	79.20	8711601452
41693	UV BLUE (RASPBERRY) VODKA	60	0.75 L	12	6.97	83.64	8711601448
41694	UV BLUE (RASPBERRY) VODKA	60	1.00 L	12	7.79	93.48	8711601447
41653	UV CITRUV VODKA (CITRUS)	70	0.75 L	12	6.97	83.64	8711601484
41696	UV GREEN (APPLE) VODKA	60	0.75 L	12	6.97	83.64	8711601442
41698	UV IVORY (VANILLA) VODKA	60	0.75 L	12	6.97	83.64	8711601450
41701	UV ORANGE VODKA	86	0.75 L	12	6.97	83.64	8711601446
41704	UV RED (CHERRY) VODKA	60	0.75 L	12	6.97	83.64	8711601444
41681	UV RED VODKA (CHERRY)	60	1.75 L	6	13.20	79.20	8711601461
41705	UV RED VODKA (CHERRY)	60	1.00 L	12	7.79	93.48	8711601443
IMPORTED VODKA							
34029	ABSOLUT CITRON (LEMON VODKA)	80	1.00 L	12	19.04	228.48	3522900140
34030	ABSOLUT CITRON (LEMON VODKA)	80	0.75 L	12	16.12	193.44	3522900130
34032	ABSOLUT CITRON (LEMON VODKA)	80	1.75 L	6	31.29	187.74	3522900160
34034	ABSOLUT CITRON VODKA	80	0.38 L	24	10.92	262.08	8700000182
34096	ABSOLUT KURANT VODKA	80	0.75 L	12	16.12	193.44	3522900330
34116	ABSOLUT MANDRIN VODKA	80	0.75 L	12	16.12	193.44	3522900230
34117	ABSOLUT MANDRIN VODKA	80	1.00 L	12	19.04	228.48	3522900240
34026	ABSOLUT PEPPAR VODKA	80	0.75 L	12	16.12	193.44	3522900430
34051	ABSOLUT RASPBERRI	80	1.00 L	12	19.04	228.48	3522900840
34052	ABSOLUT RASPBERRI	80	0.75 L	12	16.12	193.44	3522900830
34053	ABSOLUT RASPBERRI	80	0.32 L	10	23.52	235.20	3522900800
34001	ABSOLUT SWEDISH VODKA 80PRF	80	0.60 L	10	23.52	235.20	3522900000
34004	ABSOLUT SWEDISH VODKA 80PRF	80	0.38 L	24	10.92	262.08	3522900020
34006	ABSOLUT SWEDISH VODKA 80PRF	80	0.75 L	12	16.12	193.44	8352290030
34007	ABSOLUT SWEDISH VODKA 80PRF	80	1.00 L	12	19.04	228.48	3522900040
34008	ABSOLUT SWEDISH VODKA 80PRF	80	1.75 L	6	31.29	187.74	5340400012
34071	ABSOLUT VANILIA VODKA	80	0.60 L	10	23.52	235.20	3522900600
34076	ABSOLUT VANILIA VODKA	80	0.75 L	12	16.12	193.44	3522900630
34078	ABSOLUT VANILIA VODKA	80	1.00 L	12	19.04	228.48	3522900640
34046	ABSOLUT VODKA 100PRF	100	0.75 L	12	16.82	201.84	3522900530
34130	ARMDALE VODKA	80	0.75 L	12	24.01	288.12	8366486710
34146	BELVEDERE CYTRUS FLAVORED VODKA	80	0.75 L	6	23.99	143.94	8711606995
34212	BELVEDERE POMARANCZA FLAVORED VODKA	80	0.75 L	6	23.99	143.94	8711606996
34154	BELVEDERE VODKA	80	0.38 L	12	14.78	177.36	8711606965
34156	BELVEDERE VODKA	80	0.75 L	12	21.38	256.56	8711606968
34158	BELVEDERE VODKA	80	1.75 L	6	41.11	246.66	8711606973
34162	BELVEDERE VODKA	80	1.00 L	6	25.89	155.34	8711606981
34150	BLAVOD BLACK VODKA	80	0.75 L	6	37.48	224.88	6155275001
34236	CHOPIN VODKA	80	0.75 L	12	21.38	256.56	8711601239
34198	CIROC SUPER PREMIUM VODKA	80	0.75 L	6	21.65	129.90	8807616186
34288	DANZKA CITRUS VODKA	75	0.75 L	12	14.04	168.48	3522900901
34289	DANZKA CITRUS VODKA	75	0.60 L	10	21.16	211.60	3522900911
34285	DANZKA CRANBERYRAZ VODKA	75	0.05 L	10	21.16	211.60	3522900922
34284	DANZKA CRANBERYRAZ VODKA	75	0.75 L	12	13.94	167.28	3522900920
34291	DANZKA GRAPEFRUIT VODKA	75	0.75 L	12	14.04	168.48	3522900903
34292	DANZKA GRAPEFRUIT VODKA	75	0.60 L	10	21.16	211.60	3522900913
34281	DANZKA VODKA	80	0.75 L	12	14.04	168.48	3522900900
34282	DANZKA VODKA	80	0.60 L	10	21.16	211.60	3522900910
34276	DENAKA VODKA	80	0.75 L	12	8.82	105.84	8800401404
34326	FINLANDIA IMP VODKA 80PRF	80	0.75 L	12	15.35	184.20	8112807411
34366	FRIS DANISH VODKA	80	0.75 L	12	14.83	177.96	8832000200
34606	GREY GOOSE LA VANILLE VODKA	80	0.75 L	6	21.64	129.84	8308958000
34267	GREY GOOSE LE CITRON	80	0.75 L	6	21.64	129.84	8308957000
34420	GREY GOOSE VODKA	80	0.75 L	6	21.64	129.84	8308955000
34422	GREY GOOSE VODKA	80	1.00 L	6	26.13	156.78	8308955010
34423	GREY GOOSE VODKA	80	0.38 L	12	14.84	178.08	8308955035

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
34425	GREY GOOSE VODKA	80	1.75 L	6	44.59	267.54	8308955017
34436	GREY GOOSE VODKA L'ORANGE	80	0.75 L	6	21.64	129.84	8308956000
34449	KETEL ONE CITROEN	80	0.75 L	12	17.39	208.68	8515600750
34456	KETEL ONE IMPORTED VODKA	80	0.75 L	12	17.39	208.68	8515651541
34457	KETEL ONE IMPORTED VODKA	80	1.00 L	12	20.85	250.20	8515661041
34458	KETEL ONE IMPORTED VODKA	80	1.75 L	6	32.75	196.50	8515680368
34473	LEVEL IMPORTED VODKA	80	0.75 L	6	21.64	129.84	3522900730
34474	LEVEL IMPORTED VODKA	80	0.60 L	10	37.60	376.00	3522900700
34543	PEARL VODKA	80	0.40 L	8	12.04	96.32	4970800200
34546	PEARL VODKA	80	0.75 L	12	17.39	208.68	4970800100
34661	POLAR ICE VODKA	80	0.75 L	12	12.07	144.84	4841534594
34870	STOLI RAZBERI (RASPBERRY)	70	0.75 L	12	16.12	193.44	8954043671
34876	STOLI STRASBERRI (STRAWBERRY)	70	0.75 L	12	16.12	193.44	8954043674
34880	STOLI VANIL (VANILLA)	70	0.75 L	12	16.12	193.44	8954043677
34713	STOLICHNAYA CITROS	70	0.75 L	12	16.12	193.44	8954045077
34715	STOLICHNAYA CRANBERI VODKA	70	0.75 L	12	16.12	193.44	8954045075
34737	STOLICHNAYA OHRANJ VODKA	70	1.00 L	12	19.04	228.48	8954043680
34871	STOLICHNAYA RASBERI	80	1.00 L	12	19.04	228.48	8954043670
34744	STOLICHNAYA RUSSIAN VODKA 80PRF	80	0.38 L	24	10.93	262.32	8144000048
34746	STOLICHNAYA RUSSIAN VODKA 80PRF	80	0.75 L	12	16.12	193.44	8954043658
34747	STOLICHNAYA RUSSIAN VODKA 80PRF	80	1.00 L	12	19.04	228.48	8954043657
34748	STOLICHNAYA RUSSIAN VODKA 80PRF	80	1.75 L	6	31.29	187.74	8954043656
34881	STOLICHNAYA VANIL	70	1.00 L	12	19.04	228.48	8954043676
34812	SVEDKA RASPBERRY VODKA	70	0.75 L	12	10.62	127.44	1776812475
34815	SVEDKA VANILLA VODKA	70	0.75 L	12	10.62	127.44	1776812375
34820	SVEDKA VODKA	80	0.75 L	12	10.62	127.44	1776811175
34821	SVEDKA VODKA	80	1.75 L	6	18.42	110.52	1776811117
34903	THORS HAMMER VODKA	80	0.75 L	6	15.21	91.26	8066079302
34912	THREE OLIVES CHERRY VODKA	70	0.75 L	6	15.18	91.08	8970852242
34922	THREE OLIVES CHERRY VODKA	70	0.60 L	4	11.64	46.56	8970852273
34929	THREE OLIVES CHOCOLATE FLAVORED VODKA	70	0.75 L	6	15.18	91.08	8970852542
34933	THREE OLIVES GREEN APPLE FLAVORED VODKA	70	0.75 L	6	15.18	91.08	8970852842
34915	THREE OLIVES RASPBERRY VODKA	70	0.75 L	6	15.18	91.08	8970852342
34923	THREE OLIVES RASPBERRY VODKA	70	0.60 L	4	11.64	46.56	8970852373
34913	THREE OLIVES VANILLA VODKA	70	0.75 L	6	15.18	91.08	8970852142
34924	THREE OLIVES VANILLA VODKA	70	0.60 L	4	11.64	46.56	8970852173
34919	THREE OLIVES VODKA	80	1.75 L	6	21.82	130.92	8970877822
34935	THREE OLIVES VODKA	80	0.75 L	12	15.20	182.40	8970877642
34986	TURI ESTONIAN VODKA	80	0.75 L	12	16.57	198.84	8048027700
34954	VOX RASPBERRY VODKA	80	0.30 L	10	9.45	94.50	8068694990
34955	VOX RASPBERRY VODKA	70	0.75 L	6	22.39	134.34	8068694940
34946	VOX VODKA	80	0.75 L	6	22.39	134.34	8068694046
34944	VOX VODKA MINI	80	0.30 L	10	9.45	94.50	8068694090

DRY GINS - SLOE GINS

AMERICAN DRY GINS

29287	BARTON GIN	80	1.00 L	12	5.69	68.28	8066041133
29288	BARTON GIN	80	1.75 L	6	9.75	58.50	8066041131
29566	BURNETT'S GIN LONDON DRY	80	0.75 L	12	6.40	76.80	9674900201
29568	BURNETT'S GIN LONDON DRY	80	1.75 L	6	13.96	83.76	9674920030
29726	CALVERT GIN	80	0.75 L	12	4.95	59.40	8068604340
29728	CALVERT GIN	80	1.75 L	6	10.10	60.60	8068604312
29993	FIVE O'CLOCK GIN	80	0.20 L	48	1.54	73.92	8484840050
29996	FIVE O'CLOCK GIN	80	0.75 L	12	4.73	56.76	8484840030
29997	FIVE O'CLOCK GIN	80	1.00 L	12	5.70	68.40	8484840020
29998	FIVE O'CLOCK GIN	80	1.75 L	6	9.80	58.80	8484840010
30036	FIVE O'CLOCK GIN PLAYER	80	0.75 L	12	4.73	56.76	8484840040
30054	FLEISCHMANN'S DRY GIN	80	0.38 L	24	3.30	79.20	8292821026
30056	FLEISCHMANN'S DRY GIN	80	0.75 L	12	5.99	71.88	8292821024
30057	FLEISCHMANN'S DRY GIN	80	1.00 L	12	7.67	92.04	8292821023

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
30058	FLEISCHMANN'S DRY GIN	80	1.75 L	6	12.64	75.84	8292821021
30236	GILBEY'S GIN LONDON DRY	80	0.75 L	12	7.37	88.44	8068612240
30238	GILBEY'S GIN LONDON DRY	80	1.75 L	6	15.37	92.22	8068612212
30250	GILBEY'S GIN LONDON DRY TRAVELER	80	0.75 L	12	7.37	88.44	8068612243
30247	GILBEY'S GIN LONDON DRY-ROUND	80	1.00 L	12	9.17	110.04	8068612221
30316	GORDON'S GIN LONDON DRY	80	0.75 L	12	7.27	87.24	0000886023
30317	GORDON'S GIN LONDON DRY	80	1.00 L	12	9.03	108.36	0000886013
30318	GORDON'S GIN LONDON DRY - PET	80	1.75 L	6	15.03	90.18	0000886003
30526	HAWKEYE GIN	80	0.75 L	12	4.62	55.44	8835211009
30527	HAWKEYE GIN	80	1.00 L	12	5.68	68.16	8835210976
30528	HAWKEYE GIN	80	1.75 L	6	9.84	59.04	8835210975
31166	MC CORMICK GIN	80	0.75 L	12	4.61	55.32	8559210354
31207	MC CORMICK GIN	80	1.00 L	12	5.68	68.16	8559210353
31208	MC CORMICK GIN PET	80	1.75 L	6	9.75	58.50	8559210351
31654	PARAMOUNT GIN LONDON DRY	80	0.38 L	24	3.10	74.40	8681612019
31656	PARAMOUNT GIN LONDON DRY	80	0.75 L	12	4.70	56.40	8681612014
31657	PARAMOUNT GIN LONDON DRY	80	1.00 L	12	5.94	71.28	8681612013
31658	PARAMOUNT GIN LONDON DRY	80	1.75 L	6	10.03	60.18	8681612012
31666	PARAMOUNT GIN LONDON DRY TRAVELER	80	0.75 L	12	4.70	56.40	8681612024
31718	PHILLIPS GIN	80	1.75 L	6	9.98	59.88	8711601676
31719	PHILLIPS GIN	80	1.00 L	12	5.68	68.16	8711604801
32231	SEAGRAM'S EXTRA DRY GIN	80	0.50 L	12	7.56	90.72	8043240118
32232	SEAGRAM'S EXTRA DRY GIN	80	0.10 L	48	1.46	70.08	8043240120
32233	SEAGRAM'S EXTRA DRY GIN	80	0.20 L	48	2.68	128.64	8043240121
32234	SEAGRAM'S EXTRA DRY GIN	80	0.38 L	24	4.63	111.12	8043240122
32236	SEAGRAM'S EXTRA DRY GIN	80	0.75 L	12	8.52	102.24	8700000729
32237	SEAGRAM'S EXTRA DRY GIN	80	1.00 L	12	10.14	121.68	8700000728
32238	SEAGRAM'S EXTRA DRY GIN	80	1.75 L	6	16.38	98.28	8043240126
32235	SEAGRAM'S EXTRA DRY GIN PET	80	0.75 L	12	8.41	100.92	8043240124
FLAVORED GIN							
33256	SEAGRAM'S LIME TWISTED GIN	80	0.75 L	12	8.52	102.24	8043240160
33266	SEAGRAMS ORANGE TWISTED GIN	70	0.75 L	12	8.52	102.24	8043240461
AMERICAN SLOE GINS							
33316	ARROW SLOE GIN	45	0.75 L	12	5.71	68.52	8835211887
33716	PARAMOUNT SLOE GIN	50	0.75 L	12	5.59	67.08	8681610234
33717	PARAMOUNT SLOE GIN	50	1.00 L	12	7.29	87.48	8681610233
33847	SCHRANCK'S SLOE GIN	27	1.00 L	12	4.59	55.08	8193200419
IMPORTED DRY GINS							
28084	BEEFEATER GIN	94	0.38 L	24	9.37	224.88	8954033351
28086	BEEFEATER GIN	94	0.75 L	12	16.47	197.64	8954033349
28087	BEEFEATER GIN	94	1.00 L	12	20.67	248.04	8954033348
28088	BEEFEATER GIN	94	1.75 L	6	32.32	193.92	8954033347
28206	BOMBAY DRY GIN	86	0.75 L	12	15.28	183.36	8144010331
28232	BOMBAY SAPPHIRE GIN	94	0.20 L	12	5.24	62.88	8048030110
28233	BOMBAY SAPPHIRE GIN	94	1.00 L	12	22.99	275.88	8144011311
28235	BOMBAY SAPPHIRE GIN	94	0.38 L	12	9.99	119.88	8048030103
28236	BOMBAY SAPPHIRE GIN	94	0.75 L	12	18.49	221.88	8048030102
28238	BOMBAY SAPPHIRE GIN	94	1.75 L	6	34.99	209.94	8048030100
28246	BOODLES BRITISH GIN LONDON DRY	90	0.75 L	12	13.52	162.24	8043240167
28626	HENDRICK'S GIN	88	0.75 L	12	21.75	261.00	8366499043
28666	MAGELLAN GIN	88	0.75 L	6	22.81	136.86	8976803008
28806	QUINTESSENTIAL GIN	90	0.75 L	6	16.23	97.38	8970800750
28861	TANQUERAY GIN	94	0.60 L	10	25.23	252.30	8850811000
28865	TANQUERAY GIN	94	0.38 L	24	10.05	241.20	8811011064
28866	TANQUERAY GIN	94	0.75 L	12	18.00	216.00	8811011030
28867	TANQUERAY GIN	94	1.00 L	12	22.33	267.96	8811011040
28868	TANQUERAY GIN	94	1.75 L	6	34.88	209.28	8811011050
28886	TANQUERAY NO. TEN	94	0.75 L	12	23.95	287.40	8811015860
BRANDIES							

Colored items are new products listed since May 1, 2004. Shaded items are price list advertisers.

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
AMERICAN GRAPE BRANDIES							
52311	CHRISTIAN BROS BRANDY	80	0.50 L	12	8.87	106.44	8603610019
52312	CHRISTIAN BROS BRANDY	80	0.20 L	24	2.68	64.32	8603681570
52314	CHRISTIAN BROS BRANDY	80	0.38 L	24	4.40	105.60	8603681567
52316	CHRISTIAN BROS BRANDY	80	0.75 L	12	8.26	99.12	8603681559
52317	CHRISTIAN BROS BRANDY	80	1.00 L	12	10.41	124.92	8603681555
52318	CHRISTIAN BROS BRANDY	80	1.75 L	6	18.88	113.28	8603681547
52146	CHRISTIAN BROS BRANDY TRAVELER	80	0.75 L	12	8.26	99.12	8603670704
52319	CHRISTIAN BROS BRANDY-ROUND BOTTLE	80	1.00 L	12	10.41	124.92	8603682555
52186	CHRISTIAN BROTHERS GRAND RESERVE VSOP	80	0.75 L	12	9.83	117.96	8603671094
52591	E & J VS BRANDY	80	0.50 L	12	7.91	94.92	8500000340
52593	E & J VS BRANDY	80	0.20 L	24	2.52	60.48	0000854210
52594	E & J VS BRANDY	80	0.38 L	24	4.36	104.64	0000854260
52596	E & J VS BRANDY	80	0.75 L	12	8.24	98.88	0000854130
52597	E & J VS BRANDY	80	1.00 L	12	10.39	124.68	0000854180
52598	E & J VS BRANDY	80	1.75 L	6	16.82	100.92	0000854150
52599	E & J VS BRANDY ROUND	80	1.00 L	12	10.39	124.68	0000854290
52595	E & J VS BRANDY TRAVELER	80	0.75 L	12	8.24	98.88	8500001112
52579	E & J VSOP SUPERIOR RESERVE	80	0.50 L	12	7.91	94.92	8500000386
52581	E & J VSOP SUPERIOR RESERVE	80	0.38 L	24	4.79	114.96	0000853830
52582	E & J VSOP SUPERIOR RESERVE	80	0.75 L	12	9.59	115.08	0000853810
52806	KORBEL BRANDY	80	0.75 L	12	8.54	102.48	8470400007
52808	KORBEL BRANDY	80	1.75 L	6	16.99	101.94	8470400009
53127	MR. BOSTON FIVE STAR BRANDY VEQ	80	1.00 L	12	8.50	102.00	8900001308
53128	MR. BOSTON FIVE STAR BRANDY VEQ	80	1.75 L	6	14.34	86.04	8900000321
53167	PARAMOUNT BRANDY	80	1.00 L	12	8.69	104.28	8681612333
53210	PAUL MASSON GRANDE AMBER	80	0.10 L	48	1.46	70.08	2129600651
53213	PAUL MASSON GRANDE AMBER BRANDY	80	0.20 L	24	2.52	60.48	2129600603
53214	PAUL MASSON GRANDE AMBER BRANDY	80	0.38 L	24	4.36	104.64	2219600606
53216	PAUL MASSON GRANDE AMBER BRANDY	80	0.75 L	12	8.80	105.60	2129600601
53218	PAUL MASSON GRANDE AMBER BRANDY	80	1.75 L	6	16.82	100.92	2129660030
53367	ST. CHARLES BRANDY	80	1.00 L	12	8.79	105.48	8068602620
53368	ST. CHARLES BRANDY	80	1.75 L	6	15.79	94.74	8068602610
APRICOT BRANDIES							
54056	ARROW APRICOT FLAV BRANDY	60	0.75 L	12	6.92	83.04	8835211860
54057	ARROW APRICOT FLAV BRANDY	60	1.00 L	12	8.67	104.04	8835211829
54136	DEKUYPER APRICOT BRANDY	70	0.75 L	12	6.95	83.40	8068631440
54436	MR. BOSTON APRICOT FLAV BRANDY	70	0.75 L	12	6.50	78.00	8900001310
54444	PARAMOUNT APRICOT FLAV BRANDY	75	0.38 L	12	4.51	54.12	8681610839
54446	PARAMOUNT APRICOT FLAV BRANDY	75	0.75 L	12	7.52	90.24	8681610834
54447	PARAMOUNT APRICOT FLAV BRANDY	75	1.00 L	12	9.01	108.12	8681610833
54448	PARAMOUNT APRICOT FLAV BRANDY	75	1.75 L	6	15.99	95.94	8681610832
54486	PHILLIPS APRICOT FLAV BRANDY	70	0.75 L	12	6.97	83.64	8711601775
BLACKBERRY BRANDIES							
54646	ARROW BLACKBERRY FLAV BRANDY	60	0.75 L	12	6.92	83.04	8835211983
54647	ARROW BLACKBERRY FLAV BRANDY	60	1.00 L	12	8.67	104.04	8835211982
54636	ARROW ORIGINAL BLACKBERRY BRANDY	60	0.75 L	12	6.92	83.04	8835211863
54706	DEKUYPER BLACKBERRY BRANDY	70	0.75 L	12	6.95	83.40	8068631540
55066	MR. BOSTON BLACKBERRY FLAV BRANDY	70	0.75 L	12	6.50	78.00	8900001314
55068	MR. BOSTON BLACKBERRY FLAV BRANDY	70	1.75 L	6	14.95	89.70	8900000193
55084	PARAMOUNT BLACKBERRY FLAV BRANDY	75	0.38 L	12	4.51	54.12	8681610879
55086	PARAMOUNT BLACKBERRY FLAV BRANDY	75	0.75 L	12	7.52	90.24	8681610874
55087	PARAMOUNT BLACKBERRY FLAV BRANDY	75	1.00 L	12	9.01	108.12	8681610873
55088	PARAMOUNT BLACKBERRY FLAV BRANDY	75	1.75 L	6	15.99	95.94	8681610872
55106	PHILLIPS BLACKBERRY FLAV BRANDY	70	0.75 L	12	6.97	83.64	8711601768
CHERRY BRANDIES							
55246	ARROW WILD CHERRY FLAV BRANDY	60	0.75 L	12	6.92	83.04	8835211894
55504	PARAMOUNT CHERRY FLAV BRANDY	75	0.38 L	12	4.51	54.12	8681610919
55506	PARAMOUNT CHERRY FLAV BRANDY	75	0.75 L	12	7.52	90.24	8681610914

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
PEACH BRANDIES							
56204	PARAMOUNT PEACH FLAV BRANDY	75	0.38 L	12	4.51	54.12	8681610979
56206	PARAMOUNT PEACH FLAV BRANDY	75	0.75 L	12	7.52	90.24	8681610974
MISC. BRANDIES							
55606	ARROW GINGER FLAV BRANDY	60	0.75 L	12	6.92	83.04	8835211877
56366	DEKUYPER COFFEE BRANDY	70	0.75 L	12	6.95	83.40	8068632940
IMPORTED GRAPE BRANDIES							
47785	COURVOISIER VS COGNAC	80	0.38 L	12	10.93	131.16	8954014364
47786	COURVOISIER VS COGNAC	80	0.75 L	12	22.19	266.28	8954012932
47790	COURVOISIER VS COGNAC	80	0.20 L	24	6.63	159.12	8954012735
47776	COURVOISIER VSOP COGNAC	80	0.75 L	12	36.31	435.72	8954012931
47806	COURVOISIER XO COGNAC	80	0.75 L	12	109.99	1319.88	0000047806
51476	DON PEDRO MEXICAN BRANDY	80	0.75 L	12	14.16	169.92	8242202014
48103	HENNESSY VS COGNAC	80	0.20 L	48	6.63	318.24	8811015052
48104	HENNESSY VS COGNAC	80	0.38 L	24	11.43	274.32	8811015062
48106	HENNESSY VS COGNAC	80	0.75 L	12	23.19	278.28	8811015055
48116	HENNESSY VSOP COGNAC	80	0.75 L	12	37.81	453.72	8811015105
48126	HENNESSY X.O. COGNAC	80	0.75 L	12	108.75	1305.00	8811015305
48696	MARTELL VS COGNAC	80	0.75 L	12	21.52	258.24	8043240081
51506	PRESIDENTE GRAPE BRANDY (PEDRO DOMEQ)	80	0.75 L	12	11.24	134.88	8242202004
49176	REMY MARTIN VS COGNAC	80	0.75 L	12	24.04	288.48	8723600103
49185	REMY MARTIN VSOP (FLASK)	80	0.38 L	12	17.20	206.40	8723600122
49186	REMY MARTIN VSOP COGNAC	80	0.75 L	12	32.04	384.48	8723600116
49156	REMY MARTIN XO EXCELLENCE	80	0.75 L	1	131.72	131.72	8723600233
50686	ST. REMY VSOP NAPOLEON BRANDY	80	0.75 L	12	9.76	117.12	8723699200
50676	ST. REMY XO NAPOLEON BRANDY	80	0.75 L	12	12.12	145.44	8723699206
51696	STOCK 84 BRANDY	80	0.75 L	12	8.79	105.48	8235210003
51816	VECCHIA ROMAGNA RISERVA 10 YEAR	80	0.75 L	6	34.00	204.00	2189379174
RUMS							
BARBADOS RUM							
42666	MOUNT GAY ECLIPSE RUM (BARBADOS)	80	0.75 L	12	13.49	161.88	8723695003
JAMAICA RUM							
42006	APPLETON ESTATE V/X LIGHT RUM	80	0.75 L	12	12.80	153.60	8330004905
42166	MYERS'S RUM ORIGINAL DARK	80	0.75 L	12	12.79	153.48	0000877130
42167	MYERS'S RUM ORIGINAL DARK	80	1.00 L	12	15.99	191.88	0000877120
PUERTO RICO & VIRGIN ISLANDS RUM							
43156	BACARDI 151 PROOF RUM	151	0.75 L	12	15.99	191.88	8048009540
43031	BACARDI DARK RUM	80	0.50 L	12	7.11	85.32	8048002620
43034	BACARDI DARK RUM	80	0.38 L	24	5.29	126.96	8048002560
43036	BACARDI DARK RUM	80	0.75 L	12	9.99	119.88	8048002540
43037	BACARDI DARK RUM	80	1.00 L	12	11.59	139.08	8048002530
43038	BACARDI DARK RUM	80	1.75 L	6	19.19	115.14	8048002520
43035	BACARDI DARK RUM PET	80	0.75 L	12	9.99	119.88	8048002546
1679	BACARDI GOLD GLASS PACK	80	0.75 L	12	9.01	108.12	8048002540
43121	BACARDI LIGHT RUM	80	0.50 L	12	7.11	85.32	8048001621
43123	BACARDI LIGHT RUM	80	0.20 L	48	2.99	143.52	8048001570
43124	BACARDI LIGHT RUM	80	0.38 L	24	5.29	126.96	8048001560
43126	BACARDI LIGHT RUM	80	0.75 L	12	9.99	119.88	8048001540
43127	BACARDI LIGHT RUM	80	1.00 L	12	11.59	139.08	8048001530
43128	BACARDI LIGHT RUM	80	1.75 L	6	19.19	115.14	8048001520
43125	BACARDI LIGHT RUM PET	80	0.75 L	12	9.99	119.88	8048001545
43046	BACARDI SELECT RUM	80	0.75 L	12	9.99	119.88	8048005540
44217	BARTON RUM LIGHT	80	1.00 L	12	5.83	69.96	8066055953
44266	BRITISH NAVY PUSSEY'S RUM	95	0.75 L	12	20.07	240.84	8832000501
43356	CASTILLO GOLD LABEL RUM	80	0.75 L	12	5.83	69.96	8048007540
43386	CASTILLO WHITE LABEL RUM	80	0.75 L	12	5.83	69.96	8048006540
43387	CASTILLO WHITE LABEL RUM	80	1.00 L	12	6.06	72.72	8048006530
43388	CASTILLO WHITE LABEL RUM	80	1.75 L	6	11.09	66.54	8048006520
44442	CRUZAN BLACK STRAP RUM	80	0.75 L	12	8.99	107.88	8901600713

Colored items are new products listed since May 1, 2004. Shaded items are price list advertisers.

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
44486	CRUZAN DARK RUM	80	0.75 L	12	8.99	107.88	4428656150
44602	FIVE O'CLOCK RUM	80	0.75 L	12	5.15	61.80	8484861030
44603	FIVE O'CLOCK RUM	80	1.00 L	12	6.10	73.20	8484861020
44604	FIVE O'CLOCK RUM	80	1.75 L	6	11.16	66.96	8484861010
46350	HAWKEYE LIGHT RUM	80	1.75 L	6	10.39	62.34	8835212233
46351	HAWKEYE LIGHT RUM	80	1.00 L	12	5.61	67.32	8835212234
45066	MONTEGO BAY DARK RUM	80	0.75 L	12	5.28	63.36	8559220044
45096	MONTEGO BAY LIGHT RUM	80	0.75 L	12	5.28	63.36	8559220034
45246	PARAMOUNT GOLD LABEL RUM (VI)	80	0.75 L	12	5.29	63.48	8681612414
45247	PARAMOUNT GOLD LABEL RUM (VI)	80	1.00 L	12	6.11	73.32	8681612413
45248	PARAMOUNT GOLD RUM	80	1.75 L	6	11.19	67.14	8681612412
45245	PARAMOUNT GOLD RUM TRAVELER	80	0.75 L	12	5.29	63.48	8681612404
45274	PARAMOUNT WHITE LABEL RUM (VI)	80	0.38 L	12	3.51	42.12	8681612459
45276	PARAMOUNT WHITE LABEL RUM (VI)	80	0.75 L	12	5.29	63.48	8681612454
45277	PARAMOUNT WHITE LABEL RUM (VI)	80	1.00 L	12	6.11	73.32	8681612453
45278	PARAMOUNT WHITE LABEL RUM (VI)	80	1.75 L	6	11.19	67.14	8681612452
45275	PARAMOUNT WHITE RUM TRAVELER	80	0.75 L	12	5.29	63.48	8681612464
45418	PHILLIPS WHITE RUM	80	1.75 L	6	11.00	66.00	8711601151
45419	PHILLIPS WHITE RUM	80	1.00 L	12	6.06	72.72	8711601152
43848	RONRICO SILVER LABEL RUM (PR)	80	1.75 L	6	13.14	78.84	8068614112
45957	VPA GOLD LABEL RUM (VI)	80	1.00 L	12	6.25	75.00	8193204798
45967	VPA SILVER LABEL RUM (VI)	80	1.00 L	12	6.25	75.00	8193204799
45968	VPA SILVER LABEL RUM (VI)	80	1.75 L	6	11.23	67.38	8193204801
43006	WHALERS GREAT WHITE RUM	80	0.75 L	12	10.41	124.92	9674932660
FLAVORED RUM							
43076	ADMIRAL NELSON COCONUT RUM	42	0.75 L	12	7.50	90.00	8835211948
43077	ADMIRAL NELSON COCONUT RUM	42	1.00 L	12	8.75	105.00	8835211947
1609	ADMIRAL NELSON COMBO DISPENSER	42	3.02 L	2	30.11	60.22	8835212178
43026	ADMIRAL NELSON SPICED RUM	70	0.75 L	12	7.50	90.00	8835211528
43027	ADMIRAL NELSON SPICED RUM	70	1.00 L	12	8.75	105.00	8835211527
43028	ADMIRAL NELSON SPICED RUM	70	1.75 L	6	14.85	89.10	8835211526
1698	ADMIRAL NELSON SPICED RUM DISPENSER	70	3.02 L	2	30.11	60.22	8835211989
43025	ADMIRAL NELSON SPICED RUM TRAVELER	70	0.75 L	12	7.50	90.00	8835211728
44010	ADMIRAL NELSON VANILLA RUM	70	0.75 L	12	7.50	90.00	8835212111
43086	BACARDI COCO	70	0.75 L	12	10.50	126.00	8048040063
43087	BACARDI COCO	70	1.00 L	12	12.78	153.36	8048040062
43088	BACARDI COCO	70	1.75 L	6	21.59	129.54	8048040061
43131	BACARDI LIMON	70	0.50 L	12	7.50	90.00	8048035620
43134	BACARDI LIMON	70	0.38 L	12	6.00	72.00	8048035560
43136	BACARDI LIMON	70	0.75 L	12	10.50	126.00	8048035540
43137	BACARDI LIMON	70	1.00 L	12	12.78	153.36	8048035530
43138	BACARDI LIMON	70	1.75 L	6	21.59	129.54	8048035520
1694	BACARDI LIMON GLASS CO-PACK	70	1.75 L	3	21.59	64.77	8048035624
43116	BACARDI O (ORANGE RUM)	70	0.75 L	12	10.50	126.00	8048040002
43117	BACARDI O (ORANGE RUM)	70	1.00 L	12	12.78	153.36	8048040001
43118	BACARDI O (ORANGE RUM)	70	1.75 L	6	21.59	129.54	0804804000
43096	BACARDI RAZZ	70	0.75 L	12	10.50	126.00	8048040033
43097	BACARDI RAZZ	70	1.00 L	12	12.78	153.36	8048040032
43098	BACARDI RAZZ	70	1.75 L	6	21.59	129.54	8048040031
43106	BACARDI VANILLA	70	0.75 L	12	10.50	126.00	8048040083
43107	BACARDI VANILLA	70	1.00 L	12	12.78	153.36	8048040082
43108	BACARDI VANILLA	70	1.75 L	6	21.59	129.54	8048040081
46093	CABANA BOY PINEAPPLE COCONUT RUM	48	0.75 L	12	8.99	107.88	8193246542
46095	CABANA BOY RASPBERRY RUM	48	0.75 L	12	8.99	107.88	8193246642
46102	CABANA BOY VANILLA SPICE	48	0.75 L	12	8.99	107.88	8193246242
46105	CABANA BOY WILD CHERRY RUM	48	0.75 L	12	8.99	107.88	8193246342
43286	CAPTAIN MORGAN PARROT BAY MANGO	42	0.50 L	12	7.54	90.48	8700050502
43287	CAPTAIN MORGAN PARROT BAY MANGO	42	0.75 L	12	10.63	127.56	8700050503
43288	CAPTAIN MORGAN PARROT BAY MANGO	42	1.00 L	12	13.00	156.00	8700050508

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
43281	CAPTAIN MORGAN PARROT BAY PINEAPPLE	42	0.50 L	12	7.54	90.48	8700050512
43282	CAPTAIN MORGAN PARROT BAY PINEAPPLE	42	0.75 L	12	10.63	127.56	8700050506
43283	CAPTAIN MORGAN PARROT BAY PINEAPPLE	42	1.00 L	12	13.00	156.00	8700050509
43316	CAPTAIN MORGAN PRIVATE STOCK RUM	80	0.75 L	12	14.39	172.68	8700020178
43296	CAPTAIN MORGAN SILVER SPICED RUM	70	0.75 L	12	10.63	127.56	0000873320
43331	CAPTAIN MORGAN SPICED RUM	70	0.50 L	12	7.54	90.48	8700020116
43334	CAPTAIN MORGAN SPICED RUM	70	0.38 L	24	5.59	134.16	0000872770
43336	CAPTAIN MORGAN SPICED RUM	70	0.75 L	12	10.63	127.56	0000872710
43337	CAPTAIN MORGAN SPICED RUM	70	1.00 L	12	13.00	156.00	0000872700
43338	CAPTAIN MORGAN SPICED RUM	70	1.75 L	6	22.39	134.34	8700020115
43285	CAPTAIN MORGAN SPICED RUM PET	70	0.75 L	12	10.63	127.56	0000871930
43409	CAPTAIN MORGAN'S PARROT BAY	42	1.00 L	12	13.00	156.00	8700020204
43410	CAPTAIN MORGAN'S PARROT BAY	42	0.75 L	12	10.63	127.56	8700000145
43366	CASTILLO SPICED RUM	70	0.75 L	12	5.83	69.96	8048027540
43216	CICLON	70	0.75 L	12	10.64	127.68	8048039802
1701	CRUZAN 4 FLAVOR COMBO PAK	55	0.20 L	3	30.50	91.50	8901600555
44436	CRUZAN BANANA RUM	55	0.75 L	12	8.99	107.88	4428665750
44476	CRUZAN COCONUT RUM	55	0.75 L	12	8.99	107.88	4428656550
44477	CRUZAN COCONUT RUM	55	1.00 L	12	9.78	117.36	4428656540
44498	CRUZAN MANGO RUM	55	1.00 L	12	9.78	117.36	8901668240
44499	CRUZAN MANGO RUM	27	0.75 L	12	8.99	107.88	8901600683
44506	CRUZAN PINEAPPLE RUM	55	0.75 L	12	8.99	107.88	4428656650
44451	CRUZAN RASPBERRY RUM	55	0.32 L	12	7.63	91.56	8901600749
44456	CRUZAN RASPBERRY RUM	55	0.75 L	12	8.99	107.88	8901600753
44520	CRUZAN VANILLA FLAVORED RUM	55	0.75 L	12	8.99	107.88	8901600662
42588	KUYA	70	1.00 L	12	13.00	156.00	8954045193
42589	KUYA	70	0.75 L	12	10.63	127.56	8954045194
42590	KUYA	70	0.60 L	10	4.20	42.00	8954045195
44657	LADY BLIGH SPICED RUM	72	1.00 L	12	8.25	99.00	8681651733
42698	MALIBU MANGO FLAVORED RUM	42	1.00 L	12	12.99	155.88	8954046307
42699	MALIBU MANGO FLAVORED RUM	42	0.75 L	12	10.39	124.68	8954046308
42700	MALIBU MANGO FLAVORED RUM	42	0.60 L	10	4.20	42.00	8954046309
42702	MALIBU PINEAPPLE FLAVORED RUM	42	1.00 L	12	12.99	155.88	8954046312
42703	MALIBU PINEAPPLE FLAVORED RUM	42	0.75 L	12	10.39	124.68	8954046313
42704	MALIBU PINEAPPLE RUM	42	0.60 L	10	4.20	42.00	8954046314
42716	MALIBU RUM LIQUEUR	42	0.75 L	12	10.39	124.68	8954044899
42717	MALIBU RUM LIQUEUR	42	1.00 L	12	12.99	155.88	8954044897
42718	MALIBU RUM LIQUEUR	42	1.75 L	6	21.59	129.54	8954044932
43020	WHALERS VANILLE RUM	60	0.75 L	12	10.41	124.92	9674932670

COCKTAILS

AMERICAN COCKTAILS

56850	BACARDI BAHAMA MAMA	20	1.75 L	6	10.47	62.82	8048080604
56851	BACARDI BAHAMA MAMA	20	0.75 L	12	5.59	67.08	8048080605
56840	BACARDI HURRICANE	25	1.75 L	6	10.47	62.82	8048080600
56841	BACARDI HURRICANE	25	0.75 L	12	5.59	67.08	8048080601
56843	BACARDI PARTY DRINKS ZOMBIE	25	1.75 L	6	10.47	62.82	8048080615
56846	BACARDI RUM ISLAND ICED TEA	25	1.75 L	6	10.47	62.82	8048080602
56847	BACARDI RUM ISLAND ICED TEA	25	0.75 L	12	5.59	67.08	8048080603
56957	BARTENDERS HOT SEX	25	1.00 L	12	7.44	89.28	8438042503
56958	BARTENDERS HOT SEX	25	1.75 L	6	13.14	78.84	8438042501
57051	BARTON LONG ISLAND ICE TEA	75	1.00 L	12	6.40	76.80	8066064003
57118	CHI CHI'S COSMOPOLITAN	25	1.75 L	6	9.59	57.54	8900054871
57117	CHI-CHI'S BLUE RASPBERRY LEMONADE	20	1.75 L	6	9.59	57.54	8900054651
57125	CHI-CHI'S GOLD MARGARITA	25	1.75 L	6	9.59	57.54	8900054691
57120	CHI-CHI'S LONG ISLAND ICED TEA	25	1.75 L	6	9.59	57.54	8900054881
57122	CHI-CHI'S MANGO MARGARITA	20	1.75 L	6	9.59	57.54	8900054621
57148	CHI-CHI'S MARGARITA W/TEQUILA	25	1.75 L	6	9.59	57.54	8900001875
57129	CHI-CHI'S MEXICAN MUDSLIDE	25	1.75 L	6	9.59	57.54	8900054781
57157	CHI-CHI'S PINA COLADA W/RUM	25	1.75 L	6	9.59	57.54	8900050030

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
57158	CHI-CHI'S STRAWBERRY MARGARITA W/TEQUILA	20	1.75 L	6	9.59	57.54	8900001918
57124	CHI-CHI'S VANILLA MUDSLIDE	25	1.75 L	6	9.59	57.54	8900054821
57144	CHI-CHI'S WHITE RUSSIAN	25	1.75 L	6	9.59	57.54	8900054981
58106	CLUB COCKTAILS BRASS MONKEY	32	0.75 L	12	5.19	62.28	8200072351
58836	CUERVO CLASSIC LIME MARGARITA	19	0.75 L	12	6.15	73.80	8200019033
58838	CUERVO CLASSIC LIME MARGARITA	19	1.75 L	6	10.77	64.62	8200019032
58866	CUERVO STRAWBERRY MARGARITA	19	0.75 L	12	6.15	73.80	8200019035
58868	CUERVO STRAWBERRY MARGARITA	19	1.75 L	6	10.77	64.62	8200019034
59037	DESERT ISLAND LONG ISLAND ICE TEA COCKTAIL	75	1.00 L	12	6.40	76.80	8193205611
59043	DESERT ISLE RASPBERRY ICE TEA	75	1.00 L	12	6.40	76.80	8193207526
57048	GAETANO BIG MAMA G GIN & GRAPEFRUIT	30	0.20 L	24	0.73	17.52	8427991254
59210	ICE BOX BUTTERSCOTCH CREAM	25	1.75 L	6	9.99	59.94	8284400025
59408	ICE BOX MARGARITA	20	1.75 L	6	7.89	47.34	8284452338
59230	ICE BOX MUDSLIDE	25	0.75 L	12	4.99	59.88	8284452331
59231	ICE BOX MUDSLIDE	25	1.75 L	6	9.99	59.94	8284452332
62061	KAHLUA FROZEN MUDSLIDE	25	1.75 L	6	11.19	67.14	8954041637
62190	LAPRIMA GOLDEN MARGARITA WITH TEQUILA	19	1.75 L	6	9.62	57.72	8681655452
62198	LAPRIMA STRAWBERRY MARGARITA	19	1.75 L	6	9.62	57.72	8681655432
62457	MCCORMICK LONG ISLAND ICED TEA	75	1.00 L	12	6.27	75.24	8559212373
62097	PARAMOUNT LONG ISLAND ICED TEA	72	1.00 L	12	6.39	76.68	8681611033
62096	PARAMOUNT LONG ISLAND ICED TEA COCKTAIL	44	0.75 L	12	5.01	60.12	8681611014
62100	PARAMOUNT MANGO LONG ISLAND ICED TEA	72	1.00 L	12	6.39	76.68	8681611043
62102	PARAMOUNT RASPBERRY LONG ISLAND ICED TEA	72	1.00 L	12	6.39	76.68	8681611023
62104	PARAMOUNT SOUR APPLE LONG ISLAND ICED TEA	72	1.00 L	12	6.39	76.68	8681611063
76767	PHILLIPS LONG ISLAND ICED TEA	40	1.00 L	12	6.27	75.24	8711603662
76768	PHILLIPS LONG ISLAND ICED TEA	40	1.75 L	6	11.23	67.38	8711603664
63668	SALVADOR'S BLUE MARGARITA	26	1.75 L	6	8.79	52.74	8835212191
63528	SALVADOR'S MARGARITA PET	30	1.75 L	6	8.79	52.74	8835212008
63688	SALVADOR'S STRAWBERRY MARGARITA	26	1.75 L	6	8.79	52.74	8835212005
63520	SAUZA READY TO DRINK MARGARITA PET	25	1.75 L	6	8.49	50.94	8242243371
63519	SAUZA RTD STRAWBERRY MARGARITA	19	1.75 L	6	8.49	50.94	8954045436
63586	SEAGRAMS GIN & JUICE	40	0.75 L	12	6.85	82.20	8700000692
63619	SEAGRAMS GIN & JUICE BLUE BEAST	40	0.75 L	12	6.85	82.20	8700000006
63636	SEAGRAMS GIN & JUICE RED BLAST	40	0.75 L	12	6.85	82.20	8700000220
63788	TGI FRIDAYS MARGARITA	25	1.75 L	6	11.19	67.14	8200015764
63755	TGI FRIDAYS MUDSLIDE	25	1.75 L	6	11.19	67.14	8200015770
63594	TGI FRIDAYS ORANGE DREAM	25	1.75 L	6	11.19	67.14	8200071781
63798	TGI FRIDAYS PINA COLADA	25	1.75 L	6	11.19	67.14	8200072323
63808	TGI FRIDAYS STRAWBERRY DAIQUIRI	25	1.75 L	6	11.19	67.14	8200015766
63550	TGIF ON THE ROCKS LONG ISLAND ICE TEA	30	0.75 L	12	5.19	62.28	8200016085
63750	TGIF ON THE ROCKS MARGARITA	15	0.75 L	12	5.19	62.28	8200072297
63825	TGIF ON THE ROCKS MUDSLIDE	20	0.75 L	12	5.19	62.28	8200070708
63792	TGIF ON THE ROCKS PINA COLADA	20	0.75 L	12	5.19	62.28	8200016100
63894	TGIF ON THE ROCKS WHITE RUSSIAN	25	0.75 L	12	5.19	62.28	8200072301
63734	TGIF STRAWBERRY SHORTCAKE	25	1.75 L	6	11.19	67.14	8200070992
71530	TOOTERS ALA BAMA SLAMA	30	0.75 L	6	11.50	69.00	6231712070
72449	TOOTERS BLU-DACIOUS KAMIKAZI	30	0.75 L	6	11.50	69.00	6231712007
75370	TOOTERS LEMON DROP	30	0.75 L	6	11.50	69.00	6231712084
77856	TOOTER'S LEMON DROP	30	0.75 L	6	11.50	69.00	6231712084
2520	TOOTERS PARTY PACK	30	0.20 L	30	3.03	90.90	6231710014
77265	TOOTERS RED-DICULOUS ON THE BEACH	30	0.75 L	6	11.50	69.00	6231712021

CORDIALS & LIQUEURS

AMERICAN AMARETTO

73986	AMARETTO DI AMORE CLASSICO	42	0.75 L	12	8.99	107.88	8292839982
71886	AMARETTO E DOLCE	42	0.75 L	12	4.93	59.16	8284458251
71887	AMARETTO E DOLCE	48	1.00 L	12	5.63	67.56	8284458250
71916	ARROW AMARETTO	50	0.75 L	12	4.99	59.88	8835211857
76486	PARAMOUNT AMARETTO	50	0.75 L	12	4.99	59.88	8681610034
76487	PARAMOUNT AMARETTO	50	1.00 L	12	5.99	71.88	8681660093

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
76488	PARAMOUNT AMARETTO	50	1.75 L	6	11.75	70.50	8681610032
77136	RASPBERRY DI AMORE	33	0.75 L	12	8.99	107.88	8292827805
77246	REGENCY DA VINCI AMARETTO	56	0.75 L	12	4.93	59.16	8484870137
77247	REGENCY DA VINCI AMARETTO	80	1.00 L	12	5.88	70.56	8484870127
77476	TRAVE AMARETTO	42	0.75 L	12	5.83	69.96	8068620040
IMPORTED AMARETTO							
64136	AMARETTO DI SARONNO	56	0.75 L	12	17.64	211.68	5003701450
ANISETTE							
85316	PARAMOUNT ANISETTE	50	0.75 L	12	6.79	81.48	8681610054
COFFEE LIQUEURS							
72816	CAFFE LOLITA COFFEE LIQUEUR	48	0.75 L	12	7.58	90.96	8835210533
73136	CHILA COFFEE LIQUEUR	48	0.75 L	12	7.49	89.88	8193205329
67426	COPA DE ORO MEXICAN COFFEE	48	0.75 L	12	7.94	95.28	9674900320
67521	KAHLUA COFFEE LIQUEUR	53	0.60 L	10	15.38	153.80	8954012274
67524	KAHLUA COFFEE LIQUEUR	53	0.38 L	24	9.27	222.48	8954014563
67526	KAHLUA COFFEE LIQUEUR	40	0.75 L	12	16.67	200.04	8954012271
67527	KAHLUA COFFEE LIQUEUR	40	1.00 L	12	21.47	257.64	8954012270
67528	KAHLUA COFFEE LIQUEUR	40	1.75 L	6	35.03	210.18	8954012269
67536	KAHLUA ESPECIAL	70	0.75 L	12	17.59	211.08	8954044706
67556	KAMORA COFFEE LIQUEUR	40	0.75 L	12	9.59	115.08	8068625040
67557	KAMORA COFFEE LIQUEUR	40	1.00 L	12	11.19	134.28	8068625020
67586	KAPALI COFFEE LIQUEUR	53	0.75 L	12	8.19	98.28	8970800520
67600	KARIMBA COFFEE LIQUEUR	53	0.75 L	6	9.99	59.94	8681655054
67706	SABROSO COFFEE LIQUEUR	48	0.75 L	12	7.19	86.28	8066067125
67708	SABROSO COFFEE LIQUEUR	48	1.75 L	6	16.24	97.44	8066067121
67806	TIA MARIA COFFEE LIQUEUR	53	0.75 L	12	17.70	212.40	8242219012
CREAM LIQUEURS							
68034	BAILEY'S ORIGINAL IRISH CREAM	34	0.38 L	12	9.56	114.72	8676721009
68036	BAILEY'S ORIGINAL IRISH CREAM	34	0.75 L	12	17.67	212.04	8676721006
68037	BAILEY'S ORIGINAL IRISH CREAM	34	1.00 L	12	22.47	269.64	8676721004
68038	BAILEY'S ORIGINAL IRISH CREAM	34	1.75 L	6	37.03	222.18	8676721002
68039	BAILEY'S ORIGINAL IRISH CREAM	34	2.41 L	4	61.83	247.32	8676770136
68031	BAILEY'S ORIGINAL IRISH CREAM MINIS	34	1.01 L	4	32.18	128.72	8676721012
72376	BAJA LUNA BLACK RASPBERRY	30	0.75 L	12	13.19	158.28	8970830642
80020	BAJA MOCHA	30	0.75 L	12	13.19	158.28	8970830542
72386	BAJA ROSA STRAWBERRY LIQUEUR	34	0.75 L	12	13.19	158.28	8970800115
68059	BRADY'S IRISH CREAM LIQUEUR	34	0.75 L	12	8.99	107.88	6388100790
68126	CAROLAN'S IRISH CREAM LIQUEUR	34	0.75 L	12	10.89	130.68	8954018732
68127	CAROLAN'S IRISH CREAM LIQUEUR	34	1.00 L	12	16.55	198.60	8954018731
80056	CHRISTIAN BROTHERS AMBER CREAM	34	0.75 L	12	8.79	105.48	8603681571
80066	CRUZAN RUM CREAM	30	0.75 L	12	12.74	152.88	8901600493
80046	E & J CARAMEL TEMPTATION	34	0.75 L	12	8.79	105.48	8500012390
80136	E & J CASK & CREAM	34	0.75 L	12	8.79	105.48	0000853960
80045	E & J CHOCOLATE TEMPTATION	34	0.75 L	12	8.79	105.48	8500012376
68306	EMMETS IRISH CREAM LIQUEUR	34	0.75 L	12	9.53	114.36	8676724016
74086	GODIVA LIQUEUR	34	0.75 L	12	23.03	276.36	8700000311
74090	GODIVA WHITE CHOCOLATE LIQUEUR	30	0.75 L	12	20.79	249.48	8700000551
68611	MC CORMICK'S IRISH CREAM	34	0.75 L	12	8.79	105.48	8559211704
80326	MC GUIRES ORIGINAL CREAM LIQUEUR	34	0.75 L	12	8.29	99.48	8193205350
76436	OLD ST. NICK'S EGG NOG	25	0.75 L	12	4.99	59.88	8193205274
80456	RYAN'S CREAM LIQUEUR	34	0.75 L	12	9.20	110.40	8284458043
80457	RYAN'S CREAM LIQUEUR	34	1.00 L	12	9.89	118.68	8284458042
80458	RYAN'S CREAM LIQUEUR	34	1.75 L	6	16.25	97.50	8284400023
68842	ST. BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR	34	1.00 L	12	15.99	191.88	8835211508
68846	ST. BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR	34	0.75 L	12	11.50	138.00	8835210726
68870	SYLK CREAM	34	0.75 L	12	17.50	210.00	8048030251
65199	TEQUILA ROSE LIQUEUR	30	1.00 L	12	17.99	215.88	8559212103
65200	TEQUILA ROSE LIQUEUR	30	0.75 L	12	15.99	191.88	8559212104
65202	TEQUILA ROSE LIQUEUR	30	0.50 L	12	9.95	119.40	8559212108

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CREME DE ALMOND							
79966	ARROW CREME DE ALMOND	42	0.75 L	12	6.11	73.32	8835211868
80396	PARAMOUNT CREME DE ALMOND	50	0.75 L	12	6.46	77.52	8681610014
DARK CREME DE CACAO							
78036	ARROW CREME DE CACAO BROWN	35	0.75 L	12	6.11	73.32	8835211872
78456	PARAMOUNT CREME DE CACAO DARK	50	0.75 L	12	6.46	77.52	8681610094
WHITE CREME DE CACAO							
78616	ARROW CREME DE CACAO WHITE	35	0.75 L	12	6.11	73.32	8835211871
78866	PARAMOUNT CREME DE CACAO WHITE	50	0.75 L	12	6.46	77.52	8681610114
GREEN CREME DE MENTHE							
79026	ARROW CREME DE MENTHE GREEN	35	0.75 L	12	6.11	73.32	8835211874
79336	PARAMOUNT CREME DE MENTHE GREEN	50	0.75 L	12	6.46	77.52	8681610154
WHITE CREME DE MENTHE							
79516	ARROW CREME DE MENTHE WHITE	42	0.75 L	12	6.11	73.32	8835211873
79816	PARAMOUNT CREME DE MENTHE WHITE	50	0.75 L	12	6.46	77.52	8681610174
PEPPERMINT SCHNAPPS							
80571	ARROW PEPPERMINT SCHNAPPS	60	0.50 L	12	6.43	77.16	8835211753
80574	ARROW PEPPERMINT SCHNAPPS	54	0.38 L	24	3.36	80.64	8835211903
80576	ARROW PEPPERMINT SCHNAPPS	54	0.75 L	12	5.91	70.92	8835211885
80577	ARROW PEPPERMINT SCHNAPPS	54	1.00 L	12	6.01	72.12	8835211848
80578	ARROW PEPPERMINT SCHNAPPS	54	1.75 L	6	10.49	62.94	8835211825
80600	ARROW PEPPERMINT SCHNAPPS TO GO	54	0.75 L	12	5.91	70.92	8835211929
81180	BOSTON PEPPERMINT SCHNAPPS	30	1.00 L	12	4.39	52.68	8900000472
80686	DEKUYPER PEPPERMINT SCHNAPPS	60	0.75 L	12	5.49	65.88	8068635340
80687	DEKUYPER PEPPERMINT SCHNAPPS	60	1.00 L	12	6.74	80.88	8068635320
80706	DEKUYPER PEPPERMINT SCHNAPPS TRAVELER	60	0.75 L	12	5.49	65.88	8068635343
80821	ICE 101, PEPPERMINT SCHNAPPS	101	0.60 L	10	13.12	131.20	8970800354
80826	ICE 101, PEPPERMINT SCHNAPPS	101	0.75 L	12	12.99	155.88	8970800351
80827	ICE 101, PEPPERMINT SCHNAPPS	101	1.00 L	12	13.43	161.16	8970800350
83370	ICE HOLE MINT SCHNAPPS	75	0.75 L	12	7.69	92.28	8711603560
81204	PARAMOUNT PEPPERMINT SCHNAPPS	50	0.38 L	12	3.36	40.32	8681610199
81206	PARAMOUNT PEPPERMINT SCHNAPPS	50	0.75 L	12	5.35	64.20	8681610194
81207	PARAMOUNT PEPPERMINT SCHNAPPS	50	1.00 L	12	5.97	71.64	8681610193
81208	PARAMOUNT PEPPERMINT SCHNAPPS	50	1.75 L	6	10.44	62.64	8681610192
81196	PARAMOUNT PEPPERMINT SCHNAPPS TRAVELER	50	0.75 L	12	5.35	64.20	8681610184
81373	SCHRANCK'S PEPPERMINT SCHNAPPS	60	0.20 L	48	1.55	74.40	8193200372
81406	THUNDER 101 PEPPERMINT SCHNAPPS	101	0.75 L	12	9.58	114.96	8681611134
APPLE SCHNAPPS							
84159	99 APPLES	99	0.75 L	12	13.50	162.00	8900011835
82604	DEKUYPER SOUR APPLE PUCKER	30	0.38 L	24	4.27	102.48	8068639560
82606	DEKUYPER SOUR APPLE PUCKER	30	0.75 L	12	8.25	99.00	8068639540
82607	DEKUYPER SOUR APPLE PUCKER	30	1.00 L	12	9.29	111.48	8068639520
82608	DEKUYPER SOUR APPLE PUCKER	30	1.75 L	6	15.75	94.50	8068639510
82601	DEKUYPER SOUR APPLE PUCKER MINI	30	0.50 L	12	7.60	91.20	8068639590
82605	DEKUYPER SOUR APPLE PUCKER TRAVELER	30	0.75 L	12	8.25	99.00	8068639543
84710	PARAMOUNT SOUR APPLE SCHNAPPS	43	1.00 L	12	6.51	78.12	8681611093
BUTTERSCOTCH SCHNAPPS							
81966	ARROW MCDALE'S BUTTERSCOTCH SCHNAPPS	30	0.75 L	12	5.91	70.92	8835211865
82707	CALIFORNIA BUTTERSCOTCH SCHNAPPS	30	1.00 L	12	6.19	74.28	8970800453
82784	DEKUYPER BUTTERSHOTS SCHNAPPS	30	0.38 L	24	4.27	102.48	8068631960
82786	DEKUYPER BUTTERSHOTS SCHNAPPS	30	0.75 L	12	8.25	99.00	8068631940
82787	DEKUYPER BUTTERSHOTS SCHNAPPS	30	1.00 L	12	9.29	111.48	8068631920
82780	DEKUYPER BUTTERSHOTS SCHNAPPS TRAVELER	30	0.75 L	12	8.25	99.00	8068631943
84486	PARAMOUNT BUTTERSCOTCH SCHNAPPS	45	0.75 L	12	5.89	70.68	8681610694
CINNAMON SCHNAPPS							
71441	AFTER SHOCK CINNAMON LIQUEUR	80	0.50 L	6	21.50	129.00	8068628190
71446	AFTER SHOCK CINNAMON LIQUEUR	80	0.75 L	12	15.99	191.88	8068628140
82016	ARROW CINNAMON SCHNAPPS	48	0.75 L	12	5.91	70.92	8835211866
82609	DEKUYPER HOT DAMN HOT CINNAMON SCHNAPPS	30	1.75 L	6	15.75	94.50	8068637310

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82610	DEKUYPER HOT DAMN HOT CINNAMON SCHNAPPS	30	1.00 L	12	9.29	111.48	8068637320
82611	DEKUYPER HOT DAMN HOT CINNAMON SCHNAPPS	30	0.75 L	12	8.25	99.00	8068637340
82613	DEKUYPER HOT DAMN HOT CINNAMON SCHNAPPS	30	0.38 L	24	4.27	102.48	8068637360
82612	DEKUYPER HOT DAMN HOT CINNAMON TRAVELER	30	0.75 L	12	8.25	99.00	8068637343
82881	DEKUYPER HOT DAMN! 100 CINNAMON SCHNAPPS	100	0.75 L	12	10.15	121.80	8068637440
82951	FIREWATER CINNAMON SCHNAPPS	100	0.60 L	10	13.12	131.20	8970800102
82956	FIREWATER CINNAMON SCHNAPPS	100	0.75 L	12	12.99	155.88	8970800015
82957	FIREWATER CINNAMON SCHNAPPS	100	1.00 L	12	13.43	161.16	8970800048
82926	GOLD RUSH LIQUEUR	76	0.75 L	12	11.55	138.60	8970800275
84636	PHILLIPS HOT 100 CINNAMON SCHNAPPS	100	0.75 L	12	10.00	120.00	8711601761
GRAPE SCHNAPPS							
82636	DEKUYPER GRAPE PUCKER SCHNAPPS	30	0.75 L	12	8.25	99.00	8068639340
82637	DEKUYPER GRAPE PUCKER SCHNAPPS	30	1.00 L	12	9.29	111.48	8068639320
PEACH SCHNAPPS							
82126	ARROW PEACH SCHNAPPS	34	0.75 L	12	5.91	70.92	8835211884
82127	ARROW PEACH SCHNAPPS	34	1.00 L	12	6.52	78.24	8835211847
82587	CALIFORNIA PEACH SCHNAPPS	42	1.00 L	12	5.80	69.60	8284400053
82656	DEKUYPER PEACH PUCKER	30	0.75 L	12	8.25	99.00	8068639740
82657	DEKUYPER PEACH PUCKER	30	1.00 L	12	9.29	111.48	8068639720
82841	DEKUYPER PEACHTREE SCHNAPPS	30	0.50 L	12	7.62	91.44	8068636590
82844	DEKUYPER PEACHTREE SCHNAPPS	30	0.38 L	24	4.27	102.48	8068636560
82846	DEKUYPER PEACHTREE SCHNAPPS	30	0.75 L	12	8.25	99.00	8068636540
82847	DEKUYPER PEACHTREE SCHNAPPS	30	1.00 L	12	9.29	111.48	8068636520
82848	DEKUYPER PEACHTREE SCHNAPPS	30	1.75 L	6	15.75	94.50	8068636510
82840	DEKUYPER PEACHTREE SCHNAPPS TRAVELER	30	0.75 L	12	8.25	99.00	8068636543
84456	PARAMOUNT PEACH SCHNAPPS	44	0.75 L	12	5.89	70.68	8681610654
84457	PARAMOUNT PEACH SCHNAPPS	44	1.00 L	12	6.91	82.92	8681610653
84830	SCHRANCK'S PEACH SCHNAPPS	27	1.00 L	12	5.50	66.00	8193200354
RASPBERRY SCHNAPPS							
82147	ARROW ORIGINAL RASPBERRY SCHNAPPS	40	1.00 L	12	6.52	78.24	8835211849
82146	ARROW RASPBERRY SCHNAPPS	40	0.75 L	12	5.91	70.92	8835211886
82717	CALIFORNIA RASPBERRY SCHNAPPS	30	1.00 L	12	6.19	74.28	8970800457
82836	DEKUYPER RASPBERRY PUCKER	30	0.75 L	12	8.25	99.00	8068639840
82837	DEKUYPER RASPBERRY PUCKER	30	1.00 L	12	9.29	111.48	8068639820
ROOT BEER SCHNAPPS							
82826	DEKUYPER OLD TAVERN ROOTBEER SCHNAPPS	45	0.75 L	12	8.25	99.00	8068634740
82827	DEKUYPER OLD TAVERN ROOTBEER SCHNAPPS	45	1.00 L	12	9.29	111.48	8068634720
84616	PHILLIPS ROOT BEER SCHNAPPS	41	0.75 L	12	5.79	69.48	8711603156
84617	PHILLIPS ROOT BEER SCHNAPPS	41	1.00 L	12	7.18	86.16	8711603461
84881	SCHRANCK'S ROOT BEER SCHNAPPS	27	1.00 L	12	5.50	66.00	8193200387
SPEARMINT SCHNAPPS							
82186	ARROW SPEARMINT SCHNAPPS	54	0.75 L	12	5.91	70.92	8835211888
82187	ARROW SPEARMINT SCHNAPPS	54	1.00 L	12	6.52	78.24	8835211852
STRAWBERRY SCHNAPPS							
82816	DEKUYPER STRAWBERRY SCHNAPPS	48	0.75 L	12	8.25	99.00	8068634640
84496	PARAMOUNT STRAWBERRY SCHNAPPS	44	0.75 L	12	5.89	70.68	8681610534
84906	SCHRANCK'S STRAWBERRY SCHNAPPS	42	0.75 L	12	4.85	58.20	8193200534
TROPICAL FRUIT SCHNAPPS							
82856	DEKUYPER ISLAND BLUE PUCKER	30	0.75 L	12	8.25	99.00	8068634040
82857	DEKUYPER ISLAND BLUE PUCKER	30	1.00 L	12	9.29	111.48	8068634020
82890	DEKUYPER TROPICAL PINEAPPLE SCHNAPPS	30	1.00 L	12	9.29	111.48	8068638720
82891	DEKUYPER TROPICAL PINEAPPLE SCHNAPPS	30	0.75 L	12	8.25	99.00	8068638740
83906	MAUI BLUE HAWAIIAN SCHNAPPS	30	0.75 L	12	5.37	64.44	8970800336
83907	MAUI BLUE HAWAIIAN SCHNAPPS	30	1.00 L	12	6.68	80.16	8970800335
83926	MAUI TROPICAL SCHNAPPS	30	0.75 L	12	5.37	64.44	8970800244
83927	MAUI TROPICAL SCHNAPPS	30	1.00 L	12	6.68	80.16	8970800340
WATERMELON SCHNAPPS							
82830	DEKUYPER MAD MELON WATERMELON SCHNAPPS	30	0.75 L	12	8.25	99.00	8068639240
82865	DEKUYPER WATERMELON PUCKER TRAVELER	30	0.75 L	12	8.25	99.00	8068639643

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82866	DEKUYPER WATERMELON PUCKER	30	0.75 L	12	8.25	99.00	8068639640
82867	DEKUYPER WATERMELON PUCKER	30	1.00 L	12	9.29	111.48	8068639620
MISC. SCHNAPPS							
84170	99 BANANA'S BANANA SCHNAPPS	99	0.75 L	12	13.50	162.00	8066062005
84166	99 BLACKBERRIES	99	0.75 L	12	13.50	162.00	8900051595
84515	99 ORANGES	99	0.75 L	12	13.50	162.00	8066011886
73516	DEKUYPER CACTUS JUICE SCHNAPPS	30	0.75 L	12	8.63	103.56	8068632240
73517	DEKUYPER CACTUS JUICE SCHNAPPS	30	1.00 L	12	9.66	115.92	8068632220
82624	DEKUYPER CHERI BERI PUCKER	30	0.38 L	24	4.27	102.48	8068639460
82621	DEKUYPER CHERI BERI PUCKER SCHNAPPS	30	0.50 L	12	7.60	91.20	8068639490
82626	DEKUYPER CHERI BERI PUCKER SCHNAPPS	30	0.75 L	12	8.25	99.00	8068639440
82627	DEKUYPER CHERI BERI PUCKER SCHNAPPS	30	1.00 L	12	9.29	111.48	8068639420
82757	DEKUYPER CRANTASIA SCHNAPPS	30	1.00 L	12	9.29	111.48	8068633120
82756	DEKUYPER CRANTASSIA SCHNAPPS	30	0.75 L	12	8.25	99.00	8068633140
82898	DEKUYPER WILDERBERRY SCHNAPPS	30	1.00 L	12	9.29	111.48	8068636920
82899	DEKUYPER WILDERBERRY SCHNAPPS	30	0.75 L	12	8.25	99.00	8068636940
82910	FIRE & ICE	69	0.75 L	12	8.99	107.88	8970800303
83940	MAUI KIWI STRAWBERRY SCHNAPPS	30	0.75 L	12	5.37	64.44	8970800023
84981	WHITE FANG CINNAMON/PEPPERMINT SCHNAPPS PET	34	0.75 L	12	11.25	135.00	8410410150
67296	YUKON JACK PERMA FROST SCHNAPPS	100	0.75 L	12	12.81	153.72	8200012487
IMPORTED SCHNAPPS							
69587	BLACK HAUS BLACKBERRY SCHNAPPS	80	1.00 L	12	20.87	250.44	8676781004
64866	DR. MCGILlicuddy's FIREBALL SCHNAPPS	66	0.75 L	12	11.59	139.08	8800414668
64867	DR. MCGILlicuddy's FIREBALL SCHNAPPS	66	1.00 L	12	15.45	185.40	8800414467
69654	DR. MCGILlicuddy's MENTHOLMINT SCHNAPPS	48	0.38 L	24	7.72	185.28	8800414406
69656	DR. MCGILlicuddy's MENTHOLMINT SCHNAPPS	48	0.75 L	12	11.59	139.08	8800414404
69657	DR. MCGILlicuddy's MENTHOLMINT SCHNAPPS	48	1.00 L	12	15.45	185.40	8800414403
69658	DR. MCGILlicuddy's MENTHOLMINT SCHNAPPS	48	1.75 L	6	19.36	116.16	8800414402
69650	DR. MCGILlicuddy's MENTHOLMINT SCHNAPPS PET	48	0.75 L	12	11.59	139.08	8800414444
69664	DR. MCGILlicuddy's VANILLA SCHNAPPS	48	0.38 L	24	7.72	185.28	8800414456
69666	DR. MCGILlicuddy's VANILLA SCHNAPPS	48	0.75 L	12	11.59	139.08	8800414454
69667	DR. MCGILlicuddy's VANILLA SCHNAPPS	48	1.00 L	12	15.45	185.40	8800414453
69669	DR. MCGILlicuddy's VANILLA SCHNAPPS PET	48	0.75 L	12	11.59	139.08	8800414434
65065	GOLDSCHLAGER CINNAMON SCHNAPPS	87	0.38 L	12	9.56	114.72	8676770075
65066	GOLDSCHLAGER CINNAMON SCHNAPPS	87	0.75 L	12	16.79	201.48	8676750006
69941	RUMPLE MINZE PEPPERMINT SCHNAPPS LIQUEUR	100	0.81 L	8	30.17	241.36	8676752022
69945	RUMPLE MINZE PEPPERMINT SCHNAPPS LIQUEUR	100	0.38 L	12	9.56	114.72	8676770065
69946	RUMPLE MINZE PEPPERMINT SCHNAPPS LIQUEUR	100	0.75 L	12	16.79	201.48	8676752006
69947	RUMPLE MINZE PEPPERMINT SCHNAPPS LIQUEUR	100	1.00 L	12	20.87	250.44	8676752004
TRIPLE SEC							
85897	ARROW TRIPLE SEC	30	1.00 L	12	3.47	41.64	8835211856
86028	CHATEAUX TRIPLE SEC	48	1.75 L	6	10.30	61.80	8068622110
86112	DEKUYPER TRIPLE SEC	30	1.00 L	12	4.45	53.40	8068638120
86250	JUAREZ TRIPLE SEC	30	0.75 L	12	3.51	42.12	8835211007
86251	JUAREZ TRIPLE SEC	30	1.00 L	12	3.27	39.24	8835210998
86310	LA PRIMA TRIPLE SEC	30	1.00 L	12	3.35	40.20	8681665203
86390	MONTEZUMA TRIPLE SEC	30	1.00 L	12	3.20	38.40	8066065013
86506	PARAMOUNT TRIPLE SEC	50	0.75 L	12	4.92	59.04	8681610274
86507	PARAMOUNT TRIPLE SEC	50	1.00 L	12	5.56	66.72	8681610273
86637	TORTILLA TRIPLE SEC	27	1.00 L	12	3.55	42.60	8193206952
ROCK & RYE							
85796	MR. BOSTON ROCK & RYE	54	0.75 L	12	7.39	88.68	8900001358
85806	PARAMOUNT ROCK & RYE	50	0.75 L	12	7.01	84.12	8681610214
WHISKEY LIQUEUR							
65186	IRISH MIST LIQUEUR	70	0.75 L	12	17.59	211.08	8954018939
86881	SOUTHERN COMFORT	76	0.50 L	12	9.11	109.32	8854401918
86883	SOUTHERN COMFORT	70	0.20 L	48	3.44	165.12	8854401916
86884	SOUTHERN COMFORT	70	0.38 L	24	5.99	143.76	8854401913
86886	SOUTHERN COMFORT	70	0.75 L	12	11.62	139.44	8854401905

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86887	SOUTHERN COMFORT	70	1.00 L	12	13.87	166.44	8854401894
86888	SOUTHERN COMFORT	70	1.75 L	6	23.24	139.44	8854401891
86916	SOUTHERN COMFORT 100PRF	100	0.75 L	12	13.49	161.88	8854401815
86918	SOUTHERN COMFORT 100PRF	100	1.75 L	6	26.25	157.50	8854401801
86885	SOUTHERN COMFORT PET	70	0.75 L	12	11.62	139.44	8854401431
86796	SOUTHERN HOST WHISKEY LIQUEUR	100	0.75 L	12	6.88	82.56	9674921388
77766	WILD TURKEY HONEY LIQUEUR	60	0.75 L	12	16.22	194.64	8043256017
67264	YUKON JACK CANADIAN LIQUEUR	100	0.38 L	24	7.03	168.72	8200012538
67266	YUKON JACK CANADIAN LIQUEUR	100	0.75 L	12	12.81	153.72	8200012525
67267	YUKON JACK CANADIAN LIQUEUR	100	1.00 L	12	16.81	201.72	8200012504
DISTILLED SPIRITS SPECIALTY							
75087	JUAREZ GOLD DSS	80	1.00 L	12	6.95	83.40	8835211951
76227	MONTEZUMA BLUE TEQUILA BLEND	80	1.00 L	12	7.05	84.60	8066035203
76228	MONTEZUMA BLUE TEQUILA BLEND	80	1.75 L	6	13.24	79.44	8066035201
77487	TORTILLA GOLD DSS	80	1.00 L	12	6.90	82.80	8193267826
77497	TORTILLA SILVER DSS	80	1.00 L	12	6.90	82.80	8193267426
MISC. AMERICAN CORDIALS & LIQUEURS							
79986	ARROW CREME DE CASSIS	35	0.75 L	12	6.11	73.32	8835211870
85516	BOLS BLUE CURACAO	60	0.75 L	12	7.57	90.84	8091503744
72516	BOLS CREME DE BANANA	50	0.75 L	12	7.57	90.84	8091503507
73586	DEKUYPER HAZELNUT LIQUEUR	56	0.75 L	12	8.63	103.56	8068634140
73526	DEKUYPER MELON LIQUEUR	46	0.75 L	12	8.29	99.48	8068634540
73456	DEKUYPER RAZZMATAZZ LIQUEUR	33	0.75 L	12	8.25	99.00	8068635640
77355	DEKUYPER SAN TROPIQUE	42	1.00 L	12	9.77	117.24	8068635920
73530	DEKUYPER THRILLA VANILLA FRENCH VANILLA LIQ	30	0.75 L	12	8.25	99.00	8068639140
74446	FRUJA MANGO	30	0.75 L	12	4.89	58.68	8954044867
74456	FRUJA RASPBERRY	30	0.75 L	12	4.89	58.68	8954044861
74466	FRUJA TANGERINE	30	0.75 L	12	4.89	58.68	8954044864
74165	GRAND MURIEL ORANGE LIQUEUR	80	0.75 L	6	16.76	100.56	8681660844
76336	NEAPOLITAN LIQUEUR	70	0.75 L	12	7.43	89.16	8193205255
85606	PARAMOUNT BLUE CURACAO	30	0.75 L	12	4.59	55.08	8681610144
76526	PARAMOUNT MELON LIQUEUR	44	0.75 L	12	7.49	89.88	8681610414
IMPORTED SCHNAPPS							
65061	GOLDSCHLAGER CINNAMON SCHNAPPS	87	0.60 L	10	20.60	206.00	8676750012
MISC. IMPORTED CORDIALS & LIQUEURS							
64016	ACHAIA CLAUSS OUZO GREEK LIQUEUR	92	0.75 L	12	13.74	164.88	1161100416
57001	ALIZE DE FRANCE	32	0.38 L	24	8.59	206.16	8469220095
57002	ALIZE DE FRANCE (PASSION FRUIT/COGNAC)	32	0.75 L	12	15.62	187.44	8469220094
56990	ALIZE RED PASSION	32	0.75 L	12	15.62	187.44	8469220114
56992	ALIZE RED PASSION	32	0.38 L	24	8.59	206.16	8469220175
56996	ALIZE WILD PASSION	32	0.75 L	12	15.62	187.44	8469220404
65968	AMARO MONTEGEGRO	46	0.75 L	12	17.94	215.28	2189379176
64336	B & B LIQUEUR D.O.M.	80	0.75 L	12	25.60	307.20	8048054540
64356	BARENJAGER IMP HONEY LIQUEUR	70	0.75 L	12	18.68	224.16	8308950000
64636	CAMPARI ITALIAN APERITIVO	48	0.75 L	12	19.10	229.20	8676335006
64676	CHAMBORD LIQUEUR ROYALE DE FRANCE	33	0.75 L	12	21.55	258.60	8438042004
64776	COINTREAU LIQUEUR	80	0.75 L	12	30.20	362.40	8723656510
64876	DRAMBUIE SCOTCH LIQUEUR	80	0.75 L	12	27.98	335.76	8954012854
64880	DRAMBUIE SCOTCH LIQUEUR	80	0.38 L	12	14.72	176.64	8954014106
64995	FRANGELICO LIQUEUR	48	0.38 L	12	11.82	141.84	8366437138
64996	FRANGELICO LIQUEUR	48	0.75 L	12	18.64	223.68	8366437134
65474	GALLIANO LIQUEUR	60	0.38 L	24	14.47	347.28	8723605031
65476	GALLIANO LIQUEUR	60	0.75 L	12	26.79	321.48	8723605005
65121	GRAND MARNIER CORDON ROUGE	80	0.60 L	10	35.81	358.10	8811093106
65124	GRAND MARNIER CORDON ROUGE	80	0.38 L	24	18.28	438.72	8811093104
65126	GRAND MARNIER CORDON ROUGE	80	0.75 L	12	31.94	383.28	8811093103
65127	GRAND MARNIER CORDON ROUGE	80	1.00 L	12	38.31	459.72	8811093102
66936	GRANGALA TRIPLE ORANGE LIQUEUR	80	0.75 L	12	16.79	201.48	8235230023
65194	HPNOTIQ	34	0.38 L	12	11.20	134.40	7360400126

Code	Name	Proof	Size	Pack	Btl. Cost	Cs. Cost	UPC
65195	HPNOTIQ	34	0.75 L	6	19.99	119.94	3604001106
65251	JAGERMEISTER LIQUEUR	70	1.21 L	5	39.35	196.75	8308966010
65253	JAGERMEISTER LIQUEUR	70	0.20 L	48	4.91	235.68	8308966040
65254	JAGERMEISTER LIQUEUR	70	0.38 L	24	9.03	216.72	8308966035
65256	JAGERMEISTER LIQUEUR	70	0.75 L	12	16.87	202.44	8308952400
65257	JAGERMEISTER LIQUEUR	70	1.00 L	12	21.74	260.88	8308966015
65258	JAGERMEISTER LIQUEUR	70	1.75 L	6	37.45	224.70	8308966017
65896	METAXA OUZO	80	0.75 L	12	12.67	152.04	8144056806
67006	MIDORI MELON LIQUEUR	42	0.75 L	12	15.99	191.88	8885700330
66326	REMY RED	32	0.75 L	12	15.24	182.88	8723600224
64816	ROMANA BLACK SAMBUCA	80	0.75 L	12	17.68	212.16	8676722106
66636	ROMANA SAMBUCA ITALIAN LIQUORE	84	0.75 L	12	17.68	212.16	8676722006
67186	TUACA LIQUEUR	70	0.75 L	12	20.06	240.72	8330004477
AMERICAN ALCOHOL							
41833	EVERCLEAR ALCOHOL	190	0.20 L	48	3.33	159.84	8835210005
41834	EVERCLEAR ALCOHOL	190	0.38 L	24	5.87	140.88	8835210486
41836	EVERCLEAR ALCOHOL	190	0.75 L	12	11.00	132.00	8835210003
41838	EVERCLEAR ALCOHOL	190	1.75 L	6	25.54	153.24	8835210001
IMPORTED ALE							
904234	CHIMAY BLUE CAP ALE	14	0.33 L	24	3.97	95.28	8170600003
904238	CHIMAY CINQ CENTS ALE	14	0.75 L	12	8.19	98.28	8689102967
904240	CHIMAY GRAND RESERVE ALE	14	0.75 L	12	8.92	107.04	8689102965
904236	CHIMAY PREMIERE ALE	14	0.75 L	12	7.78	93.36	8170600004
904230	CHIMAY RED CAP ALE	14	0.33 L	24	3.63	87.12	8170600001
904244	SAMUEL ADAMS TRIPLE BOCK ALE	35	0.25 L	24	2.95	70.80	0000000000
DECANTERS & SPECIALTY PACKAGES							
3553	1800 SILVER WITH 1800 MARGARITA MIX	80	0.75 L	6	20.81	124.86	2105922760
1882	ABSOLUT MINI FIVE PACK	80	0.25 L	28	8.19	229.32	3522900003
2297	ALIZE RAINBOW GIFT BOX	32	0.75 L	6	15.14	90.84	8469202560
2892	AMARULA CREAM LIQUEUR 6/6	34	0.75 L	12	18.59	223.08	8330048729
2676	B & B COFFEE PRESS PACK	80	0.38 L	6	13.46	80.76	8048054571
1835	BACARDI COCO GLASS PACK	70	0.75 L	6	10.50	63.00	8048040067
1691	BACARDI LIMON GLASS COPACK	70	0.75 L	6	10.50	63.00	8048035541
1810	BACARDI O GLASS PACK	70	0.75 L	6	10.50	63.00	8048040007
1836	BACARDI RAZZ GLASS PACK	70	0.75 L	6	10.50	63.00	8048040037
1837	BACARDI VANILLA GLASS PACK	70	0.75 L	6	10.50	63.00	8048040087
1526	BEEFEATER GIN W/LIME JUICE	94	0.75 L	6	15.81	94.86	8954045391
1285	BUSHMILLS WITH TWO MUGS	80	0.75 L	6	19.21	115.26	8043240410
1395	CANADIAN CLUB 15 WILDLIFE TIN	80	0.75 L	12	15.53	186.36	8954039209
1954	CAPTAIN MORGAN MANGO WITH PITCHER	42	0.75 L	6	10.63	63.78	8200050503
1955	CAPTAIN MORGAN PINEAPPLE WITH PITCHER	42	0.75 L	6	10.63	63.78	8200050506
1935	CAPTAIN MORGAN'S PARROT BAY WITH PITCHER	42	0.75 L	6	10.63	63.78	8200020221
1092	CHIVAS REGAL W/GLASSES	80	0.75 L	6	24.75	148.50	8043240018
2803	COPA DE ORO COFFEE HOLIDAY PACK	48	0.75 L	12	7.92	95.04	9674900320
1978	COURVOISIER VS DESIGNER BOTTLE	80	0.75 L	6	21.57	129.42	8954045227
1986	COURVOISIER VS W/2 HIGHBALL GLASSES	80	0.75 L	6	21.67	130.02	8954043390
1815	CRISTALL VODKA BLUE MARTINI GIFT W/GLASS	80	0.75 L	6	19.00	114.00	7907910008
902509	CROWN ROYAL NASCAR PACKAGE	80	0.75 L	12	17.59	211.08	8700000725
1367	CROWN ROYAL SPECIAL RESERVE WITH GLASSES	80	0.75 L	6	32.00	192.00	8700080568
1107	CUTTY SARK SCOTCH GLASS SET	80	0.75 L	6	16.89	101.34	2105905751
1159	DEWAR'S WHITE MULTI TOOL PACK	80	1.75 L	6	36.75	220.50	8048023017
1163	DEWAR'S 12YR W/CORKSTOPPER & GLASSES	86	0.75 L	6	25.99	155.94	8048023112
2209	DON PEDRO W GLASS	80	0.75 L	6	14.17	85.02	8242243346
2732	DRAMBUIE LIQUEUR W/COFFEE CUPS	80	0.75 L	6	27.98	167.88	8048030210
17950	EVAN WILLIAMS MASTER SELECT DECANTER	90	0.75 L	6	16.25	97.50	9674902299
350	EVAN WILLIAMS SINGLE BARREL GIFT SET	86	0.75 L	6	18.00	108.00	9674975101
3085	FRANGELICO GIFT	48	0.38 L	12	11.56	138.72	8366485318
1495	GREY GOOSE VODKA PICNIC BASKET	80	1.75 L	6	44.59	267.54	8308955018
1154	ISLE OF JURA GLASS GIFT SET	86	0.75 L	6	22.78	136.68	8764708242

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young men age 25 to 35 with disposable income who are attracted to the image bourbon projects. . . . “It’s a little less about flash and more about substance.”

McCarthy also stressed that the brand continues to be supported at the retail level. The Allied-Domecq sales team and their distributors have been focusing on delivering high-quality permanent point-of-sales pieces that they hope can enhance the retailer’s selling environment.

BEYOND PREMIUM

“The bourbon category is showing some slight growth, and I think it’s the super-premium level that’s really driving a lot of the excitement,” said Wayne Rose, brand director for Brown-Forman’s Woodford Reserve. “There’s not a lot of volume yet, but certainly these brands are adding excitement and visibility to the category.”

But Woodford Reserve is not the only upper-level entry from Brown-Forman. “We’ve been pretty active in line extensions,” stated Hayes of Jack Daniel’s. “We began with Gentleman Jack, which is a super-premium whiskey from the Jack Daniel’s distillery. It has a bit of a lighter taste profile, and it’s for people who like to trade up from time to time. It’s positioned to compete with Crown Royal on taste profile.

“The Jack Daniel’s Single Barrel is also doing extremely well for us. It has shown significant growth every year since we introduced it. It’s a brand for alternative, ultra-

Expanded usage in cocktail, both traditional and modern, and a wide array of sponsorship activities, including rock and country music, rodeo sports, and the Western lifestyle, motorcycles and bass fishing, are likely to keep a number of whiskey brands born in the USA a vital part of the American adult lifestyle for decades to come.

premium usage occasions for the Jack Daniel’s consumer. It offers the full-bodied flavor of Jack Daniel’s, and we see it as a competitor to single malt whiskies and cognacs.”

But drinking a fine, aged, small-batch bourbon doesn’t always have to be about spending a lot of money, according to the folks at Heaven Hill. They . . . initiated an ad campaign for 12-year-old Elijah Craig that stresses the accolades the brand has received at prestigious spirits competitions. “We’ve started to tell the story to retailers because the brand has just been building on its own,” explained [Heaven Hill’s corporate communications director, Larry] Kass.

The Wild Turkey family of bourbons has also had notable success with super- and ultra-premium brands recently, particularly Rare Breed, Russell’s Reserve, and Kentucky Spirit, which have all seen double-digit percentage growth for the past few years, according to Joe Uranga, global group director for Wild Turkey, Pernod Ricard USA.

“There’s definitely been a move to super-premiums,” Uranga said, “that we see continuing into the future.” Among bourbons, Uranga also sees the traditional well-established brands continuing to do well if they stay true to their heritage and reputation.

A GROWING FAMILY

After several years of flat performance, Jim Beam has managed to realize modest increases in volume in recent years, which garnered the brand an Established Growth Brand Award from Adams Beverage Group [in 2003]. The brand was also the biggest spender in the category on advertising [in 2002].

The company’s Small Batch Bourbon Collection (including Knob Creek, Basil Hayden’s, Booker’s, and Baker’s) has tapped into the high-end whiskey trend for several years now. Jim Beam Brands [promoted] the Collection with a tasting tour, led by Fred Noe, Jim Beam’s great-grandson and the Knob Creek Bourbon Ambassador.

A lot of the usage is traditional—for example, Manhattans and consuming the product on the rocks, but there's also more mixing going on than a few years ago.

The Beam family franchise was also . . . extended with the launch of Beam and Cola. Unlike many of the recently launched malt-beverage brands bearing spirits brand names, this produce actually contains Jim Beam Bourbon. "Beam and Cola is not a new-fangled or flash-in-the-pan product," explained Tom Maas, vice president, global brand management, Jim Beam. "We created Beam and Cola to provide a quality, convenient, and great-tasting beverage for consumers to enjoy the taste of real Jim Beam bourbon. Beam and Cola doesn't compromise the fabric of our flagship brand and company namesake, Jim Beam." Although initially available in only seven states, the company is exploring additional distribution opportunities for 2004.

BUILDING ON TRADITION

The traditionalism and heritage behind the bourbon category can sometimes be as much a hindrance as a help. And although some brands have obviously been successful in this regard, it's hard to be both historic and hip, traditional and trendsetting. That's certainly the challenge facing marketers.

"Old Forester is in the process of stabilizing. It's declined since its peak in 1972 of over 1 million cases, but lately it's been getting great accolades from third parties. We've found that the consumers love it, and so we want to put a focus behind it," [said Mike Haering, brand director for Brown-Forman's Early Times and Old Forester brands].

One of the problems that the brand—the original Brown-Forman bottled whiskey—

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NAPOLEON HOUSE

When the mayor of New Orleans offered his mansion to Napoleon Bonaparte in the early 1800's, he had no idea the French ruler would die before even arriving in the New World. While what became known as the Napoleon House never actually felt Bonaparte's footsteps, the building since has made its mark in New Orleans.



Standing on Chartres Street in the historic French Quarter, the Napoleon House is home to an outstanding bar & café combo with Girod's Bistro.

Locals and tourists alike visit the dual establishment – many come straight from work for drinks, visit the restaurant for dinner, and top off at the bar before leaving.

The Napoleon House's signature drink is a Pimm's Cup, a refreshing spring quaff that's as close as you'll ever get to an alcoholic health drink. The building sports the classic New Orleans style – faded grandeur – with a relaxed atmosphere, diffused light, and an outdoor patio.

Visit this Louisiana hot spot and you're sure to enjoy what one of the most powerful men in the world never could.



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Restock Your Home Bar Now

The holiday season will soon be here—so take a few minutes now to check and replenish your home bar. Use the lists below to make sure you have all the basic supplies on hand to be sure you're ready to welcome guests anytime.

Pernod
Pimm's No. 1
Poire
Ruby, tawny, and vintage port
Porter
Punt e Mes
Rock and Rye
Anejo, dark, Demerara, and gold rum
Sake
White Sambuca
Single malt Scotch
Fino and cream sherry
Gold and silver tequila
Sloe gin
Southern Comfort
Stout
Flavored vodkas
(store in freezer or refrigerator)
Wishniak

Mixers

Basic Home Bar

Note: Keep mixers refrigerated, and use freshly squeezed fruit juices whenever possible.

Club soda
Coffee
Cola
Cranberry juice
Ginger ale
Grapefruit juice
Lemon juice
Lemon-lime soda
Lime juice
Orange juice
Pineapple juice
Sparkling water
Tomato juice
Tonic water

Additional Supplies

Apple cider
Bitter lemon soda
Coconut cream
Nectars

Beverages

Basic Home Bar

Bourbon
Brandy
Gin
Light rum
Scotch
White tequila
Dry and sweet vermouth
Vodka
Blended or rye whiskey
Dry red wine
Dry white wine

Additional Supplies

Aguardiente
Amaretto
Amer Picon
Apple brandy
Armagnac
Benedictine
Brut Champagne
Campari
Canadian whisky
Green and yellow Chartreuse
Cognac
Cointreau
Crème de Bananes
Light and dark Crème de Cacao

Crème de Cassis
Blue and white Curaçao
Drambuie
Dubonnet blanc and rouge
Eau de Framboise
Galliano
Grand Marnier
Grappa
Irish Cream liqueur
Irish whiskey
Jagermeister
Kirschwasser
Lillet
Madeira
Maraschino liqueur
Peppermint Schnapps

Tools and Equipment

Basic Home Bar

Bar spoon
Blender
Bottle opener
Citrus reamer
Corkscrew
Ice scoop or tongs
Jigger or measuring glass
Mixing glass
Paring knife
Standard shaker
Stirrers
Strainer

Additional Supplies

Champagne stopper
Glass pitcher
Ice bucket
Muddler or mortar and pestle
Punch bowl

Condiments and Garnishes

Basic Home Bar

Angostura bitters
Bar sugar
Black pepper
Cocktail olives
Grenadine
Lemons
Limes
Maraschino cherries
Tabasco sauce

Additional Supplies

Allspice
Apples
Bananas
Celery
Whole cloves
Cucumber
Honey
Horseradish
Margarita salt
Fresh mint
Cocktail onions
Orange bitters
Peaches
Pineapple
Raspberries
Rose's Lime Juice
Sugar cubes and syrup
Flavored syrups



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TARANTULA READY-TO-DRINK MARGARITAS FUEL RECORD GROWTH FOR MCCORMICK DISTILLING COMPANY

Weston, Missouri-based Distillery Set to Exceed \$150 Million in 2004 Sales

WESTON, Mo., May 2004— Known for its motto that “premium doesn’t have to be expensive,” McCormick Distilling Company’s latest sales results suggest that consumers agree. Revenue for the company’s moderately priced products has grown considerably, with annual sales increases of three to four percent and a near-100 percent increase in core brand sales over the past 10 years. McCormick Distilling shipped a record three million cases in 2003, and is set to break the \$150 million mark in 2004. McCormick Vodka, the number two best-selling vodka, is a key driver of this success, but Tarantula Azul, a tequila and citrus liqueur now offered as a ready-to-drink margarita in five flavors, is also fuelling a boost in popularity and sales.

“Year to date demand for the Tarantula ready-to-drink margaritas has exceeded all expectations,” said Vic Morrison, vice president of trade marketing. “The current landscape of the spirits market confirms our margaritas are very desirable, and we’ve had to increase production to meet consumer demand. Based on our first quarter sales, we’re anticipating another banner sales year in 2004.”

The success of Tarantula Azul led to the development of ready-to-drink margaritas, a convenient way to enjoy the ultimate premium margarita. Consumer demand for the margaritas, originally available in only the blue Azul flavor, led to the introduction of four new flavors: Fresa, a bright red strawberry flavor; raspberry-flavored Baya; the vibrant and distinctive Mango; and a vivacious green Melon. The new flavors kicked off in several states in early 2004. Since then, McCormick has been hustling to meet the demand from consumers and national chains. A new warehouse was built at the Weston, Mo. distillery to assist with shipping, warehousing and packing for the new line.

McCormick Distilling Company, founded in 1856, is the oldest producer of beverage products west of the Mississippi. McCormick offers a wide range of products, from such nationally recognized brands as Tequila Rose and Polar Ice Vodka to McCormick Vodka and Rio Grande Tequila, the number four best selling tequila in the country.

MARGARITAS

Bursting with appeal.

Stand upon the hottest new product on the market, Tarantula Ready-to-Drink Margaritas. Customers are grabbing them off the shelves. Five great flavors. No mixing. All in convenient single serve 200ml 4-packs and 1.75 quart size bottles. Choose from Blue Citrus, Strawberry, Orange, Berry and Melon. Call your distributor today. Tarantula Ready-to-Drink Margaritas are not only big P.S.'s, naturally really make a splash.

TARANTULA
www.tarantuladist.com

Ready to Drink

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has had was that the packaging did not resonate with consumers. That [is changing] however as the brand moves to a new diamond-shaped, pressure-sensitive label. “We’ve also taken George Garvin Brown’s handwritten guarantee off the label and put it right on the glass,” Haering continued. “So now when the consumer reads that guarantee it’s against the background of the bourbon itself.”

Old Forester has also joined the ranks of the many bourbons who have attempted to build awareness and excitement by adding a line extension. “We released a ‘birthday bourbon’ [in 2002], and we’re in the process of bottling two vintages for [2003] release. They’re both from 1990, but one was distilled on a specific day in the spring of that year, and the other from the fall,” Haering explained. For Early Times, the approach is to target the interests of the brand’s core consumers. That includes horse racing . . . and bass fishing.

WHAT’S AHEAD

For the next few years, analysts don’t predict much better news for bourbon producers. Adams Beverage Group research projects a slight decrease for the overall category through at least 2007. That news however, is for the category and not for individual brands. Continued marketing support for the most dynamic bourbon brands, particularly for those at the upper end of the category, is likely to help them perform counter to the overall trend. Expanded usage in cocktail, both traditional and modern, and a wide array of sponsorship activities, including rock and country music, rodeo sports, and the Western lifestyle, motorcycles and bass fishing, are likely to keep a number of whiskey brands born in the USA a vital part of the American adult lifestyle for decades to come.



The American Spirit

According to a 1964 act of Congress, bourbon is America’s native spirit. By federal law, it must be made using between 51% and 79% corn in its mash. If more than 79% corn is used in the mash, the product must then be designated as corn whiskey.

Bourbon is a straight whiskey and, according to law, must be distilled at 160 proof or less and must be aged a minimum of two years in new charred oak barrels. As a practical matter though, most bourbon is aged at least four years or more. Since it is a straight whiskey, no blending is permitted and there are no additives, with the exception of water to reduce the proof. Most bourbons are marketed as 80-proof products, but some of them do go beyond 100 proof.

Often associated with bourbon, the sour mash method is simply a technique of fermentation that uses part of the previous distillation in the new batch of fermenting mash. The sweet mash yeasting method uses only fresh yeast for fermentation. The sour mash method provides a dimension of consistency from one batch of whiskey to another.

By law, bourbon can be distilled anywhere in the United States, but the vast majority of it is produced in Kentucky, where it must be distilled and warehoused for at least one year in order to carry the “Kentucky bourbon” designation on the label.

Another bourbon designation, “Bottled in Bond,” simply means that distillers can withhold paying the excise tax until the product is shipped to retailers. Only straight whiskey can be bottled in bond and must be aged in “bonded” warehouses for at least four years and bottled at 100 proof. The designation has no relation to quality.

Tennessee Whiskey

The obvious difference between this straight whiskey and bourbon is that it is produced in Tennessee. Made in a similar manner to sour mash bourbon, Tennessee whiskey includes an extra step in its production process—the distilled spirit is filtered through maple charcoal in large, wooden vats before aging in order to remove impurities.



Due to the success of
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